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Our Expanding Horizons

CARROL M. SHANKS

I APPRECIATE your being with us today to help us mark and celebrate the 80th anniversary of the Prudential Insurance Company.

Anniversaries are significant and it is worthwhile to observe them so long as we do so in the proper spirit. Age, as age alone, is meaningless. A record of accomplishment and growth also is meaningless if we merely sit back and contemplate it complacently. The only justification for the observance of an anniversary, or a birthday, is the opportunity it gives us to review what has gone before in the light of what we see ahead, what we hope for and what we will strive to attain.

I find it quite humbling to think of the Prudential's eighty years of life, to recall the struggles and the problems and the triumphs of those men of indomitable spirit who guided our company through its early years. I realize, as I am sure you do, that the writing of such a story is a tribute to the economic and social system which has prevailed in the United States. And it strengthens even further my abiding conviction that we, the businessmen of today, have a fundamental duty to carry on and to make the years ahead as productive as those we look back upon.

Accordingly, I ask you to join me today in retracing our steps back to 1875. As we consider the economic environment of that era, as well as the opportunities it offered, possibly we will throw into better perspective the conditions we face in 1955.

MR. SHANKS is president of the Prudential Insurance Company of America. "Our Expanding Horizons" is the text of his address following a luncheon held at the New Jersey Historical Society in commemoration of the Prudential's eightieth anniversary.

Eighty years ago we were still feeling the effects of a fratricidal war. The South was groping its way out of social and economic ruin. Other regions which had largely escaped the physical ravages of war had experienced a noteworthy economic growth. But the feverish expansion in railroad construction and the building of new industries had come to a sudden and disturbing halt in the Panic of 1873. The Panic signalled the beginning of a depression which was to continue for six long years. This period was one of painful deflation. Prices fell sharply. Unemployment became acute and there was an appalling rise in business mortality. The vicious circle set in—consumer income fell, sales dropped, and unemployment rose. Farm prices fell, and the farmers of the South and West, heavily burdened by debt, demanded relief in the form of cheap money.

Depression and unemployment gave rise to another problem—labor strife. Breadlines and soup kitchens were commonplace, with many of the jobless wandering across the nation in search of employment. Unemployment and wage cuts provoked labor riots and violence throughout the nation. Strikes were often accompanied by destruction of property and loss of life.

Nor was all quiet in the field of management. Industrial overexpansion had led to cutthroat competition which was heightened as the depression curtailed buying. Business houses fought desperately to destroy or absorb their competitors. Survival was the order of the day.

Incidentally, it was the realization of the dangers of unrestrained onslaught in the market place that led to the beginning of market sharing and monopoly. Pools were formed and when their loose agreements proved inadequate they were followed by the trusts where the control of a number of competing concerns was taken over by a single small group. As we all know, it was many years before we overcame the evils engendered by the huge industrial trusts. Government regulation and anti-trust legislation have provided partial solutions but even today constant vigilance is required to see that competition remains free.

What of the political situation? The 1870's were not without their scandals in high places. Municipal treasuries often became the personal pocketbooks of local political bosses until exposed to

public reaction. The Credit Mobilier affair, involving high ranking members in the Federal Government, was no less shocking. Another inquiry showed that the so-called "Whiskey Ring" had been cheating the Government of taxes—the trail of which led to the very doors of the White House. It was indeed a rare year which did not reveal a new scandal in high places.

When we read of our forebears' concern over their huge national debt and their controversy over cheap versus sound money, it has a familiar ring indeed. Then, as now, the advocates of an inflated currency saw it as the panacea for the economic ills of the day. And for a while political pressure prevailed over economic sense, and the U. S. Treasury inflated the currency by reissuing "greenbacks" previously withdrawn from circulation. Not content with this false "shot in the arm" the inflationists succeeded in pushing a bill through Congress which would have added still more to the currency in circulation, but this was wisely vetoed by President Grant.

Despite the depression of the 70's, population was increasing at a faster rate in the United States than in any other western nation. America was still the land of opportunity for the suppressed and poverty-stricken people of western Europe who came to our shores by the hundreds of thousands.

One might say that the 1870's was a period in which the nation was catching its breath for another great surge ahead. The nation, perhaps without fully realizing it, stood at the threshold of another period of great growth. Many things favored expansion. A rapidly growing population seemed to insure ever-widening markets. America was richly endowed with natural resources, and a rapidly advancing technology was providing new and better products. Railroads had linked the nation so that people and goods could move quickly and easily from one region to another.

This was a momentous period for one reason if no other—the Age of Steel was dawning. In retrospect we can appreciate that this industry, better than any other perhaps, demonstrated the daring and imagination American business leaders were applying to their opportunities. Initially, high production costs limited the use of steel to small quality items but the Bessemer process provided a means for making steel cheaply, and its use soared. The

amazing growth of this single industry gave rise to great industrial centers and stimulated a vast new advance in manufacturing and construction.

Iron rails gave way to steel rails. Improved roadbeds meant that heavier locomotives and larger rolling stock could be used. The steadily growing network of railroads cut the costs and time of transportation, opening up new markets and further stimulating the development of new industries.

The mining of coal, copper and lead became giant industries, as did cattle raising and meat packing. These and other basic industries, led by men of enterprise and initiative, were building the foundation for a better America.

And there were, we cannot deny, great opportunities in the untapped lands which formed the geographic frontier of eighty years ago. Vast mineral wealth attracted those looking for the one big strike that meant sudden riches. Eager prospectors searched the rugged terrain and found copper in Montana, silver in Colorado and gold in the Black Hills of Dakota. The great timberlands of the Pacific Northwest formed the basis of what was to become a great logging and lumber industry.

As the railroads pushed further and further into the Great Plains it became possible to tap the cattle resources of the Southwest. A new industry sprang up; cattle from the herds in Texas were driven along the trails to the plains. There they were fattened on a vast expanse of native grass and then shipped to eastern markets.

Abundant free land acted as a magnet, drawing thousands of settlers not only from the more populated areas of the East but from Europe. Settlement was hastened by the activities of the western landgrant railroads eager to build up a market for their services. Their agents, both in the United States and abroad, campaigned vigorously to attract new settlers, selling land cheaply and on easy terms.

Population growth shows how these opportunities were grasped. In 1870 Dakota had 14,000 residents; ten years later the total had jumped to 135,000 and by 1890 it was to reach 540,000. Over the same twenty-year span Nebraska's population increased more than eightfold—from 123,000 to over one million.

Yes, there were thousands moving into the vast domain lying

between the Mississippi and the Rockies. Life was hard but men were eager for new opportunity and independence.

Although the western farmer had before him millions of acres of fertile land, a shortage of labor limited the acreage which he could cultivate. Again technology and initiative found the answer —mechanization. A series of inventions in farm machinery enabled the farmer to till more land and thus produce more food not only for America's ever-growing towns and cities but for Europe as well.

Indeed, the American of 1875 was living in an age of opportunity. But it was the opportunity to work, to explore and invent. Nothing was handed to these people on a silver platter. We know, both from history and our own experience, that progress is achieved —it doesn't just happen. In 1875, as in every other era, it came from the hearts and minds of men dedicated to the solution of a problem or the achievement of an ideal.

How about today? Let's see how today compares. Of course we have problems. One could not well deny or ignore them. Our times are characterized by tensions and doubts.

In the forefront is a foreign problem—the threat of a hostile ideology which is alert to take advantage of any weakness or error on our part. Here at home we are beset by a number of economic and political vexations. What, for example, is the proper role of government in our economic life? What steps, if any, should be taken to assure that we never again experience a depression such as that of the 30's? Can we be adroit enough to avoid the more serious danger—inflation?

In some quarters our free enterprise system is attacked and it is said that private capital cannot provide a sufficient number of jobs for our ever-expanding labor force. Still other questions are raised and other problems posed by considerations of national defense, the need for a more comprehensive highway system, better schools and more hospitals. How shall we handle atomic energy? Should electric power development be in the hands of private companies or public agencies?

These are only a few of our problems. Certainly they are vexatious but there is no reason to believe we cannot solve them.

If we have problems that are greater than those of our grand-

fathers, we also have opportunities that far exceed those of 1875. The geographic, physical frontier may be gone but an ever broadening economic frontier lies before us.

This expanding frontier arises from the interaction of several factors. A population that is growing steadily year after year provides the labor force required to expand production and, at the same time, creates the demand and market for the greater output. Naturally, purchasing power is generated through the activity of these larger industrial operations. There is a still further expansion of buying power from the gain in labor productivity which a constantly improving technology makes possible.

Research makes new products available and intensive selling methods assure mass markets for them. In a kind of chain reaction, these new products create, in turn, the need for new processes and still other new products. This sequence—this cumulative process—is reshaping existing industries and creating entirely new ones. Plastics, synthetic fibres, antibiotics and nuclear power are just a few of the examples of what research is doing. Technological change is so rapid in some fields that machines are outmoded before they are installed.

American businessmen and industrialists are keenly aware of this dynamic process and its implications. They can see the shimmering outlines of a wondrous future and are determined that they will go forward toward that goal. Within the past few weeks we have had several proofs of this faith—this conviction. I should like to cite a few:

1. It is reported that research expenditures on the part of industry are now running at a rate of about $3 billion per year. As recently as ten years ago it was not more than a third of this amount.

2. McGraw-Hill in a recent survey of future business expenditures on new plant and equipment found that over the period 1955-1957 American industry expects to spend the staggering sum of more than $52 billion! On the basis of past experience this estimate will probably prove to have been on the low side.

3. One large automobile manufacturer not only has planned a $1¼ billion expansion project but already has completed more than half of it. When all the new plant is in operation the company's productive capacities will have been boosted by 15 per cent.

4. Right in our own backyard, the Port of New York Authority,

and the Triborough Bridge and Tunnel Authority of New York, recommend a joint construction program costing about $379 million over the next five years. This work, they say, is essential to care for the anticipated volume of interstate traffic.

5. And finally there is President Eisenhower's declaration that the future transportation needs of the country warrant a $101 billion Federal-state-local highway program.

We are, indeed, at the threshold of a new industrial revolution —the application of self-regulating machinery to the total manufacturing process. These techniques have progressed far beyond the planning stage. There is in use today a machine which turns out, in one operation, jet engine parts at a cost of ninety cents a unit. Formerly such parts took hours of painstaking labor and cost $1,200 apiece. Soon such an unattended machine will inspect its own output and make needed corrections in its own operations without interrupting the flow of production.

As step by step, automation is pushed forward, the results will be new and better products at lower costs. Machines will take over monotonous and backbreaking jobs at an accelerated pace. As output per man hour rises, the real wages of labor will also rise, and the nation will continue to enjoy a rising standard of living.

Nuclear power which holds both a threat and a hope for mankind promises a veritable revolution in the field of energy production, although ultimately, in my estimation, not as great as that from conversion of sun power.

The great benefits which atomic energy can bring to human welfare have been brought a step closer with passage of legislation permitting private industry to participate in its development. A number of private groups are already working on the problem of developing a commercially feasible process for generating electricity from atomic radiation. Concurrently, the Atomic Energy Commission is backing the construction of five commercial scale reactors for this purpose. In fact Pittsburgh, Pennsylvania, may soon be drawing some of its electric power from an atomic source.

As we all know, the atom has already been put to productive use. Just last month the first nuclear-powered submarine underwent its initial tests in Long Island Sound. Radioactive isotopes are being used by industry to check for flaws and wear. Agricultural research is utilizing isotopes in the search for the secrets of

plant growth and medical science is harnessing the healing power of atomic radiation to fight disease and alleviate human suffering.

Entire new industries are being born to meet the needs of America's dynamic economy. Such things as the new atomic reactor and the jet engine have revolutionized the field of metallurgy.

In 1914, the chemical industry, stifled by German dominance in the field, had an output valued at two billion dollars. But intensive research combined with a drive for new markets steadily increased the size and variety of output, till in 1953 its sales had reached $20 billion.

As the enormous demands of our industrial machine eat into our reserves of raw materials, there will be further opportunities for our chemists to provide substitute materials and processes. The ocean is already being tapped for its mineral riches. But it has still to give up its greatest treasure—fresh water for the thirsty land.

To be sure, the America of 1955 is far different from the America of 1875. An entire new industrial civilization, the greatest in the history of the world, has been fashioned. The nation, once torn asunder by civil war, is now the leader of the free world.

Population has increased more than three and one-half times. National income has risen from a little more than $6 billion to the staggering sum of $300 billion.

Great changes have been wrought in the way the American people earn their living. In 1875 more than half the labor force worked in agriculture. Today only 10 per cent of the labor force, or fewer than in 1875, work in agriculture and yet it is a striking fact that they produce many times the output of 80 years ago.

In the 1870's about 18 per cent of the nation's workers were employed in factories. Today the proportion has increased to about 26 per cent.

The great strides made by our nation over the last 80 years is perhaps best seen in the way the American family lives. The horse and buggy has been replaced by the automobile, and electricity has eliminated most of the hand drudgery about the house. Radio and television provide entertainment. Fresh fruits and vegetables the year-around are now a part of the daily menu. The stove and fireplace have given way to efficient and easy centralized heating. In a thousand ways life today is more comfortable and enjoyable.

Doesn't all this convince you, as it has me, that in 1955 the

future holds just as great challenge and promise as it did in 1875?

What are some of the facets of this goal toward which we may so confidently move forward? Well, consider these facts:

By 1965 the total population of the United States may have risen to about 190 million, an increase of some 28 million over what it is today. Although the national work week will be shorter, dropping perhaps to an average of 37½ hours weekly, the gain in output per man hour on the farm and in the factory will likely yield a gross national product of $543 billion. Of this, $381 billion will represent disposable income—the amount of money people will have to spend. In both cases these will be roughly 50 per cent over what the economy produced in the boom year 1953.

If these goals are achieved, and they are certainly within the realm of distinct possibility, American businessmen will see a great expansion in the national market.

An economy of this size will generate a tremendous volume of savings. As we all know, a large volume of savings is not only desirable but necessary. Savings are the means, the sole means, through which we can enlarge our capital plant and equipment and achieve the great gains of which the nation is capable.

An expanding America will have other needs. It will require an ever-increasing supply of highly trained men—engineers, chemists, and administrators.

These are some of the elements which go to make up the promise of the next 80 years. I think that if we should weigh them in the balance we would find that they would more than equal the promise and the opportunity that were held out to our grandfathers.

But they are not going to be won by sitting back and waiting for them to drop in our laps. There was no silver platter in 1875. There is none today. We must work and we must guard against danger.

A fundamental necessity is to make sure that our country follows a sound monetary and fiscal policy. Such a policy will neither work to inflate nor deflate the economy. It must be flexible with the aim of stabilizing prices and purchasing power. This means that the Government must be prepared to restrict the supply of credit when inflation threatens and to make credit freely available when conditions warrant an ample supply of loanable funds.

An adaptable monetary policy must be accompanied by a tax structure which will aid in the realization of the vast opportunities which our economy presents. Wise tax policies can stimulate the taking of risks and the creation of new enterprises. Rapid amortization encourages constant replacement and expansion of our stock of capital goods—a process which must occur if we are to maintain both a high level of defense production and a rising standard of living.

You will note that I have stressed indirect and impersonal controls. These are compatible with our free enterprise system. They affect over-all aggregates such as the cost and availability of money. But they do not involve control over decisions and particular sectors of the economy. They may limit the supply of bank reserves but within those limits banks are left free to decide the amount and terms of their lending. Indirect controls check price rises by limiting funds available for expenditure; they do not fix a long schedule of prices and production quotas. Under indirect controls the decisions as to prices, production and wages are made by individuals subject to the play of the market, not by the decision of Government officials.

The economy will have to be prepared to cope with obsolescence or the competition of new products. This is an inevitable consequence of economic growth—it is happening right now.

Each state must be prepared to cope with the migration of industries from one section of the country to another as advantages of location or labor supply dictate. There is no easy solution to this—states and communities must work to maintain conditions which will attract and hold industry and to take up slack in labor forces.

Basic to all is the maintenance of a political and a spiritual climate that will nurture and strengthen our great democratic society. We must make the most of our human resources—the initiative, the self-reliance, optimism and self-respect which have been basic to all of our past achievements.

If we follow such a course—with faith—the future is boundless. And generations to come will look back on 1955 with the same respect and admiration—and perhaps with the same nostalgia—that we today feel toward 1875 when the Prudential opened its doors in a tiny basement office here in Newark.

William R. Ward, M.D., 1870-1955

ARTHUR NORTHWOOD, D.D.

A GREAT man has gone to his reward. In the passing of Dr. William R. Ward on the morning of February 10th Newark and New Jersey have lost an outstanding citizen and the Christian church has been deprived of the services of a faithful and Christ-like laborer.

Born on December 9, 1870, in a house on Pot Pie Lane in Clinton Township on the outskirts of Newark, he lived only in that house and one other spacious home during his eighty-four years, and when that area became a part of Newark in 1903 the lane was designated Chancellor Avenue. In those eighty-four years he accomplished much more than could possibly be credited to most men and his work was done always in a spirit of understanding and generosity that impressed all who were his intimates and all who were even casually touched by him. His example stands out as inspiration and a challenge to all men of good will and hopefulness. His outreaches were innumerable and variant—from governors and moderators to passers-by on the street—and when he died there were many great and many less-known who arose to show their sorrow and to do him honor.

From his first years he had anticipated the study of medicine and when limited health in early life handicapped him it was only to the extent of delaying him in his professional courses. He graduated from Hahnemann Medical College in Philadelphia and returned to his own environment as "horse and buggy doctor" in what was then strictly a rural community of Clinton Township and Lyons Farms. This was in 1893 and he continued in this practice until 1905. At that time he accepted appointment to the medical staff of the Mutual Benefit Life Insurance Company and seven years later became the medical director, in which office he continued until 1945 at the time of his retirement.

During all these years he interested himself in so many avocations and with such vigor that they at times seemed to be his

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various vocations. Chief among these was his relation to the Christian church, primarily centered in the First Presbyterian Church of Lyons Farms which in 1903 became the Elizabeth Avenue Presbyterian Church of Newark. Elected an elder on February 4, 1900, he continued in that office until his death. This relationship led him into the activities in the higher bodies and courts of the Presbyterian Church with particular opportunity for effectiveness in church extension in Newark Presbytery, where he learned to know the pastor and people of every aid-receiving church in each nationality and race. His acquaintance in these groups gave him opportunity to manifest his generosity and his good counsel in which he never failed. He was elected moderator of the Presbytery in 1938, a rare distinction for a layman, and in 1952 was vice-moderator of the Synod. Several times a commissioner from the Presbytery to the meeting of the General Assembly, he held a firm interest in the affairs of the larger aspects of the church's work and was able to counsel with intelligence and comprehension concerning the problems and accomplishments of all her boards and agencies. On his seventy-fifth birthday he received messages of congratulation and good wishes from three General Assembly moderators.

After 1903 a citizen of Newark, he early began to take an interest in city affairs, especially in the aspects of social and charitable services. After the formation of the Welfare Organization, from 1939 to 1943, he was its president. He became chairman of the Citizens Housing Council and in 1942 the Advertising Club named him "Newark's Outstanding Citizen" and while that title has been assigned to other citizens in the passing of the years, never has it been more worthily bestowed than on Dr. Ward.

High in his engrossments was his work for the Florence Crittenton League. Realizing the need for such a work among unmarried mothers, he united his efforts with those of Dr. Crittenton and his supporters and successors in leading this work in Newark and he was the president of the Board of Trustees from the founding in the early years of the century until his death.

Always interested in work among young people, he was a trustee of the Newark Young Men's Christian Association and

for a number of years following 1943 he was president of that board. In all of his traveling experiences in Europe and the Holy Land he was invariably motivated by his yearnings to discover the religious situations in the lands which he visited and he familiarized himself with Christian associations and Christian Endeavor groups in all climes. Counselling with the leaders of these organizations, he viewed the whole condition with a world-wide as well as a local understanding and his opinion was always sought by those outstanding leaders in these various groups.

In 1903 he married Miss Jennie Prentiss of Cleveland, Ohio, and always she enhanced and intensified his interest and effective service for all good works. She was the gracious hostess in their lovely home on innumerable occasions when these works were being planned and discussed. She was influential in all his activities and a great blessing to his life. Five children were born to them, of whom one daughter and the two sons followed in their father's profession of medicine. In 1946 Mrs. Ward died, but even since that time his home has continued to be hospitable to the great causes which have been so large a part of his life and to which he gave such unselfish support.

Dr. Ward's keen interest in history and the effect of past events upon the present, his clear-sighted understanding, and his discriminating comprehension were indicated by his relationship to groups and individuals who shared with him in these various pursuits. It was perfectly natural then that such a person should have early associated himself with the New Jersey Historical Society, of which he was president for five years. Few know more intimately than he the impact of earlier events upon the present in Newark and New Jersey and he was constantly being called upon for addresses on those occasions in which these facts were to be emphasized. With characteristic insight and humble simplicity of manner and phraseology he would summon his audience to more worthy living in the light of the teachings of history. By earnest and careful study he made himself an authority on certain periods of our nation's past and the dominant figures of those times. This was particularly true of the Revolutionary period and George Washington, and of the Civil War period and Abraham Lincoln. No public record could have

been kept, and his personal diary is too sacred a document to reveal the many occasions in which he gave most pleasing and stimulating addresses on the lives of these great men. All who have been frequently in his audiences at such times will never forget the gracious tender influence as he glowingly told of those whom he so admired and whom he sought to follow. Hence, it is appropriate that this all-too-inadequate summary of his life should be closed with the well-known quotation from the immortal Gettysburg Address of President Lincoln, "That we hereby resolve that these dead shall not have died in vain—that this nation under God shall have a new birth of freedom—and that government of the people, by the people, and for the people shall not perish from the earth."

RESOLVED that the Board of Trustees of the New Jersey Historical Society record with deep sorrow the loss, on February 10, 1955, of their beloved member, William Rankin Ward, M.D., a member of the Society since 1912, a Trustee since 1926, its Vice President from 1936 to 1940 and President from 1940 to 1945; ever devoted to the welfare and best interests of the Society, never ceasing to perform conscientiously the duties of his offices and held in the highest esteem and affection by his fellow trustees.

BE IT FURTHER RESOLVED that our great sense of loss and our appreciation for his many years of devoted services be spread upon the minutes and an engrossed copy of this resolution be conveyed to his family.—*Minutes of the Board of Trustees, New Jersey Historical Society, February 16, 1955.*

Egg Harbor City

New Germany in New Jersey

DIETER CUNZ

Egg Harbor City, a charming and pleasantly sedate town of thirty-eight hundred inhabitants, inland between Philadelphia and Atlantic City, is neither a city nor a harbor. As to the egg in Egg Harbor, the Jersey folklore has a quick and ready answer—so unconvincing, however, that we relegate it to a footnote.[1]

The average tourist who rushes through the town on his way to the New Jersey seashore will probably notice nothing in particular. Perhaps he will remark about the exceptionally large number of well-kept gardens with beautiful trees and shrubbery. A tourist who has an ear for German-sounding names or a college student who once took a course in German civilization will probably look somewhat perplexed if he opens the local telephone directory or if he sees the names on the street signs. There is Suenderhauf's Bakery, Weisbecker's Cleaners, Von Bosse's Winery, Messinger's Grocery, Theilacker's Flower Shop. People live

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The author would like to express his gratitude to several persons who assisted him in collecting the widely scattered material for this article. The work could never have been accomplished without the help of the Rev. Hennig von Bosse of Egg Harbor City. His readiness and co-operativeness, his kindness and hospitality can never be praised too highly. Special thanks are due to Mr. A. H. Kroekel of Philadelphia whose file of the *Pilot* opened a wealth of untapped source material. Others who have given valuable assistance are Mr. W. H. Maxwell, mayor of Egg Harbor City; Mr. George W. Otto of Egg Harbor City; Mrs. Hildegard Von Bosse Kropp of Brooklyn, N.Y.; Mrs. Howard G. Brunsman of the U.S. Bureau of Census in Washington, D.C.; Mr. Roger H. McDonough of the New Jersey State Library, Trenton, N.J., and the ministers of the various churches in Egg Harbor City.

[1]According to local tradition, the first Dutch settlers entered upon the scenery in spring when gulls and other birds had laid eggs in great quantities. Impressed by the sight of the countless eggs, they named the place "Eyren Haven," Dutch for Egg Harbor. Alfred M. Heston, *South Jersey, a History, 1664-1924* (N.Y., 1924), II, 727.

on Hamburg or Bremen avenue, or on streets named for Beethoven, Buerger, Campe, Claudius, Diesterweg, or Duerer.

The explanation for this abundance of Germanic-sounding names everywhere in Egg Harbor City lies in the early history of the town, a history of exactly one century, because the Egg Harbor story began in 1855. Here, as so often in American history, the railroads brought a new political and economic impulse. In the year 1854 a new one had been built, the Camden and Atlantic Railroad, connecting the big east-coast lines running through Philadelphia with the newly opened seashore resort, Atlantic City.[2] A railroad was an all-year-round business. It could not exist exclusively on the summer seashore traffic. Thus the railroad company had a vital interest in filling up the demographic white spots in the thinly settled stretches of land between Philadelphia and the coast. Towns would have to be founded along the line.

On the Board of Directors of the railroad company were several men of German descent. It may have been they who conceived the idea of a German settlement. However, this alone does not account for the fact that Egg Harbor City was planned as a pure German town and that this project soon became known to German-Americans all over the country. The decade preceding the Civil War was a time of turmoil and unrest, of tension and prejudice. The biggest wave of anti-immigrant resentment in American history, a nativistic movement which expressed itself politically as the American (sometimes called Know-Nothing) Party, swept the country. Irish and German immigrants became the main targets for this militant and aggressive group. Germans in Baltimore and Buffalo, in Richmond and St. Louis were haunted by the fear of mob violence and persecution. Many German newcomers who had felt the Know-Nothing pressure were in a receptive mood when they read the advertisements inviting them to a purely German settlement in the New World.

It was this combination of two phenomena, both typical of the United States at midcentury—railroad expansion and anti-immigrant feelings—to which Egg Harbor City owed its existence.

2For further details on the ups and downs of the C. & A. R.R. cf. Heston, *South Jersey*, II, 719 ff.

When on July 1, 1854, the first train of the new railroad left Camden and puffed eastward, the official party included a good number of prominent German-Americans from Philadelphia, among them William and Henry Schmoele and Philip Mathias Wolsieffer.[3] On November 24, 1854, they organized in Philadelphia a corporation, the "Gloucester Farm and Town Association." In the midst of the New Jersey woods they bought about thirty-eight thousand acres, mostly second-growth pine land, on which a German settlement should rise.[4] The first railroad station for the settlement-to-be was named Cedar Bridge.

In their initial plans the promoters went completely overboard. They visualized two cities, one, called Pomona, stretching over four square miles immediately north of the railroad tracks. A second city, called Gloucester, should be erected a few miles further north around Gloucester Lake.[5] Soon the scheme of twin cities was dropped and the project was considerably reduced, although to still unmanageable proportions: one great commercial metropolis and harbor should be built on the seven-mile tract between the railroad and the Mullica River and should be named Egg Harbor City.

The Gloucester Farm and Town Association was incorporated on December 14, 1854. The charter of the city bears the date March 16, 1858.[6] The population of Egg Harbor City always

[3]William Schmoele was well known among the Germans in Philadelphia. He was born in Westphalia and studied at the University of Marburg. After his arrival in the United States he became instrumental in the establishment and expansion of some German-American newspapers *(Susquehanna Democrat, Pennsylvania Staats-Gazette)* and after 1835 made a name for himself as a physician in Philadelphia. He was very active in German-American affairs and helped to organize several building and loan associations. The Egg Harbor project was very much in line with his interest in co-operative ventures. Georg von Bosse, *Das deutsche Element in den Vereinigten Staaten* (New York, 1908), pp. 116 ff.; *Deutsch-amerikanische Geschichtsblätter,* X (Chicago, 1910), 141, 144.

[4]Heston, *South Jersey,* II, 745 ff. This whole area was generally known as Gloucester Furnace Tract. An iron foundry and furnace had been operated here for many decades. The minutes of the stockholders' meetings of the Gloucester Farm and Town Association are still preserved in the Municipal Building in Egg Harbor City. The first entry is dated November 24, 1854, the last January 5, 1869.

[5]In the Municipal Building of Egg Harbor City there is still a little expository pamphlet describing this first monumental plan, *Vollständiger Plan der fest begründeten, soliden und volksthümlichen Gloucester Land- und Stadt-Gesellschaft zur Anlegung zweier Städte und 1500 Landgüter in der Nähe Philadelphias* (Philadelphia, 1855), 29 pp.

[6]New Jersey Laws, 1858. Chapter 152.

considered September, 1855, the beginning of their history, probably because the first settlers arrived at that time.

The original idea seems to have been to develop simultaneously an urban core and a loosely settled farming area. Stock was issued, the first series at three hundred dollars per share, the second at four hundred. With each share the new settler and stockholder acquired a twenty-acre farm and a claim for a 100-by-150-foot building lot within the "town" (in the narrower sense of the word). Settlers who were interested only in the city ground could purchase a city lot for seventy-eight dollars. The Association held forth a good number of other enticing advantages, gifts, and promises: trees would be planted along the streets, a park of almost one hundred acres would be built, schools would be constructed, "in brief, every dollar that we receive will be spent again in the settlement and for the settlement."[7]

The far-reaching plans of the promoting Association were revealed in an article by its president, published in the *Unabhängige Heimstätte* of March 29, 1856.[8] Here, he said, was for the Germans in America *the* chance to build a flourishing agricultural colony, a great commercial and industrial center, and preserve here all the national qualities of the German element in a homogeneous Germanic population. German-Americans, living somewhere else in the United States, might consider a move to the new city. Direct immigration from the German fatherland might be channeled into Egg Harbor to swell the ranks of the settlers.

In 1859 the Association put out a special pamphlet under the heading *Was wir wollen,* "What we want." The answer developed the entire program of the project. What did they want? "A new German home in America. A refuge for all German countrymen who want to combine and enjoy American freedom with German *Gemütlichkeit,* sociability, and undisturbed happiness. A place to develop German folk life, German arts and sciences, especially music. A place around which we can build Ger-

[7]Advertisement in the Baltimore *Correspondent,* February 3, 1858. Cf. also George F. Breder, *Egg Harbor City, Its Past and Present, Golden Jubilee 1855/1905* (Egg Harbor City, 1905), p. 13. The various statements about the conditions of settlement do not always coincide. They probably underwent some changes within the first fifteen years.

[8]Quoted in Breder, *Egg Harbor City,* p. 13.

man industry and commerce; a seagoing harbor and railroad connections to all parts of the country."[9] It was an appeal in hymnic emotional prose which towards the end even submits to rhyme and meter, culminating in the words:

> Hier, geliebte deutsche Brüder,
> Findet ihr die Heimat wieder.

These two lines became a sort of a themesong or leitmotif in the advertising campaign and were frequently repeated as motto at the beginnings of advertisements in German-American newspapers.

The Association evidently invested a great deal of money in a vigorous and far-reaching advertising campaign in all American cities with sizable German population. The waves of propaganda were beamed only to German-Americans or to newly-arriving immigrants from German-speaking countries. An advertisement in the Baltimore *Correspondent* mentions regular Egg Harbor agents in Philadelphia, New York, Boston, Newark, Buffalo, Cleveland, Baltimore, and Washington.[10] Two years later the Association had agents in twenty-nine cities of the United States, as far west as St. Louis and Milwaukee.[11] Egg Harbor in the fifteen years after 1855 was not a local New Jersey affair, but a nationally advertised German-American undertaking, an experiment which the Germans all over the country watched with intense interest.

In January, 1858, the Germans of Baltimore were invited to a mass meeting at which Dr. W. Scheible, one of the founders of "this biggest and most beautiful German enterprise in America," informed his fellow Germans about the advantages of Egg Harbor.[12] It is interesting to note that in many of the articles, reports, and advertisements the promoters emphasize that the new city would be free of all the disadvantages which compelled many a German to leave his home in the Old World: free of the obsolete

[9]Breder, *Egg Harbor City*, p. 15.

[10]*Correspondent*, February 3, 1858.

[11]*Egg Harbor Pilot*, August 18, 1860. We found running advertisements for Egg Harbor in both Baltimore German papers *Correspondent* and *Wecker* as well as in the Washington daily *Tägliche Metropole*. We may well assume that similar ads appeared in most German-American papers around 1860.

[12]*Correspondent*, January 2, 1858.

and oppressive spirit of class distinctions and free of all social, political, and economic restrictions as they prevailed in the atmosphere of the German states.[13] Beyond such generalities the advertisings skillfully considered special local conditions. Baltimore, for instance, was particularly plagued by the Know-Nothing fever.[14] Again and again German festivals and meetings were violently disturbed, German immigrants beaten up or intimidated. It was in these years when the city acquired the name "Mobtown." An article in the Baltimore *Wecker,* addressed to the Germans of Baltimore, took this situation into account. "You had courage enough to leave your beloved fatherland, to escape the hands of the tyrants and to search for a new home here. In Baltimore you found all this for only a short time, since during the last years neither your life nor your property has been safe. Are you chained to the soil? Did your former courage evaporate? Do you want to be robbed and killed? No. Leave a city in which you and your children are threatened by misfortune and contempt. Thus I invite all of you who still have some courage to leave this town of robbers and murderers. Come and be informed about a new free home."[15]

A perusal of the German newspapers in Baltimore indicates that the German element here took a very strong interest in the Egg Harbor experiment, so much that later the idea arose that the project had originated among the Baltimore Germans. "Egg Harbor is so to speak a daughter of Baltimore," said the *Correspondent* in later years, "for the colony was founded by Germans of Baltimore."[16]

Egg Harbor City had its beginnings in the offices of some

[13]*Ibid.*

[14]Laurence F. Schmeckebier, *History of the Knownothing Party in Maryland* (Baltimore, 1899).

[15]The advertisement was signed by Jacob Schmidt, Baltimore agent for Egg Harbor. It was published in the *Wecker,* October 25, 26, 27, 1858. We find other hints of Know-Nothing conditions in various other advertisements, such as the *Correspondent* of May 6, 1858, in which Egg Harbor was praised as a "rejuvenated free German fatherland, developing the German character in purity and perfection, undisturbed by depraved sons of American freedom, observed with love and admiration by the educated citizens of the country."

[16]*Correspondent,* September 30, 1880. This is an error which was immediately corrected by the *Egg Harbor Pilot.* The Germans of Philadelphia were the godfathers of the New Jersey town.

wealthy Philadelphia financiers. However, a settlement of human beings does not proceed like a chemical experiment. Too many intangible elements and unpredictable factors enter into the picture. Although the settlement association insisted that all and everything was done for the common good, the settlers took nothing for granted in this respect. In 1860 the "Conservative Männerverein" was founded which wanted to protect the interest of the settlers against the Philadelphia business men. In the spring of the same year the Gloucester Farm and Town Association was fiercely attacked by the settlers on account of its spirit of capitalistic exploitation. Particularly the brothers Henry and William Schmoele were under fire. They were repeatedly accused of having used settlement funds for the promotion of their private schemes. The entire board of directors was severely criticized for not carrying out its promises and for not giving sufficient aid to the settlers.[17] The belief of the Egg Harbor people was that too much was decided in Philadelphia and that the actual settlers had not enough influence in the affairs of the association. "Equal rights for all shareholders" was the battle cry. Under such pressure the association revised its constitution in a more democratic manner and on May 2, 1860, elected a new board of directors in which the settlers were represented by some of their prominent spokesmen.[18]

In the late fifties it looked as if the new settlement really was "going to town," or rather going to become a town. During the year 1856 the future city area was officially surveyed. In summer 1857 the governor of New Jersey and a committee of the New Jersey legislature raised the prestige of Egg Harbor by an official visit. The railroad company again came in with a little booster: whoever would build a house within a certain distance

[17]Actually a considerable sum of money had been spent before 1860. The *Pilot* of June 23, 1861, gave a rough account for the years 1854-60. Income $440,500; expenses $405,900.

[18]*Pilot,* May 10, 1860. John F. Hall, *The Daily Union History of Atlantic City and County* (Atlantic City, N.J., 1900), p. 115. Even this arrangement did not last too long. In the years after the Civil War it became clear that Egg Harbor never would fulfill the ambitious plans of the original founders. On January 5, 1869, the association, after having gathered all the liabilities that could be forced, was dissolved. It was immediately followed by a successor organization, the "Egg Harbor Homestead and Vineyard Company."

of the line, would receive a free railroad ticket for six months and reduced fare for three years. In 1858 the first municipal election took place. A citizens' handbook in German was compiled and published to stimulate the interest in civic affairs.[19] A citizens' organization, the previously mentioned "Conservative Männerverein," began to make its voice heard in a weekly paper, the *Egg Harbor Pilot.*

"Pilot" in the name of the newspaper, "harbor" in the name of the city, are words which reflect the nautical aspirations which hovered over the city in its first years. According to the original plan, the Mullica or Egg Harbor River, which was to form the northern boundary of the city, was to be made navigable for seagoing vessels. Egg Harbor City would then be a commercial city with direct waterways to New York and Philadelphia. On the old city map we still can see various "Landing Channels" along the south bank of the river. One street near the projected docks would be called Antwerp Avenue; perhaps the promoters had visions of a port of debarkation for streams of European immigrants.[20] The river at that time must have been accessible to small seacraft, for we hear that in October, 1860, the steamer "Huntress" with 150 passengers traveled from New York to Egg Harbor. At the same time, schooners with lumber cargo sailed regularly between Gloucester Landing and New York City.

If Egg Harbor City was really to grow into an industrial and commercial center and trading post for agricultural products then the low freight cost of water transportation would certainly constitute an important factor in its development. However, Egg Harbor never did become a harbor. The city never grew big enough to reach the river and the river never was deep enough to be navigable by big seacraft. Soon the railroads monopolized the entire traffic to and from Egg Harbor City. The dream of the big harbor died hard. An editorial opening the fourteenth year of

[19] *Der Rechtsfreund, Eine Sammlung besonderer Gesetze und Rechtsbräuche des Staates New Jersey nebst den Municipal Gesetzen von Egg Harbor City* (Egg Harbor City, Herausgegeben von Louis Bullinger, 1859), 71 pp. Copy in Municipal Building.

[20] In the Municipal Building there is a little pamphlet, *Plan zur Ausführung des Hafenbaues . . . im Flussdistrikt von Egg Harbor City . . . und Gründung einer Dampfschifflinie zwischen Egg Harbor City und New York* (Egg Harbor City, Gedruckt bei Louis Bullinger, November 1859), 16 pp.

the *Pilot* (1872) still was couched completely in maritime language. It ended with the vigorous salty stanza:

> Frisch auf Matrosen, die Anker gelichtet,
> Die Segel gespannt, den Compass gerichtet.[21]

Where and how they wanted to sail in the sandy soil of the New Jersey woods remained a mystery. Yet, still today the official seal of the city shows a ship with bulging sails, sailing through dramatically choppy waves up into a river.[22]

In most German-American newspapers around 1860 there were periodical reports on the growth of the colony. Ads in the German papers in Baltimore, Buffalo, or Cincinnati made the reader believe that if he invested five hundred dollars in Egg Harbor his children and grandchildren would have nothing to worry them any more. The pioneers in the New Jersey wilderness were more concerned with the stark realities of 1860 rather than the visionary metropolis and international port which supposedly would spread out there by 1940. The *Egg Harbor Pilot* reprinted one of these propaganda reports which had appeared in a German newspaper in St. Louis, with a glowing description of a paradise in New Jersey, conveying the impression that most of the ambitious plans for the future had already materialized. Adds the *Pilot* wryly: "Every reader will know how truth and fiction are mixed here."[23]

The Reverend Georg von Bosse, who in the nineties spent several years in Egg Harbor, described the beginnings of the town in his autobiography:

> Factories, parks, a singer park, a turner park, a botanical garden, a model farm, wide squares for public buildings—everything was provided for in the plans. A scheme of shares and stocks should finance the project. The money actually began to flow, even Germans in the Western states often invested hundreds of dollars in the experiment. Only the people

[21] *Pilot,* March 30, 1872.

[22] This seal, which was adopted in 1858, captures symbolically all the commercial and maritime aspirations, the youthful optimism, and the sentimental attachment of the colony: the vessel on the river, a rising sun in the background, and a broad oak tree in the foreground. Among the Germans the oak has always been considered "their" tree, a symbol for German sturdiness, steadfastness, and fortitude.

[23] *Pilot,* May 4, 1860. The embellished reports of the St. Louis paper mentioned an Egg Harbor population of four thousand. The municipal election of the preceding year showed that a total of 139 votes had been cast.

failed to arrive, colonists, settlers, immigrants, those thousands of Germans who were supposed to populate the projected city and bring that German community life of which everybody had dreamed. By and by a few hundred came, and what did they find? Bushes, swamps and swarms of mosquitos. Most of them were utterly discouraged, yet they now were 'on the spot' and found themselves proprietors of a building lot which they had bought unseen. The only thing they could do was to keep their chin up and go to work . . . Gradually there grew out of this wilderness not a gigantic city but a charming German town.[24]

This particular hope of the founding fathers actually was fulfilled: Egg Harbor became an exclusively German town and remained so for more than half a century. The town developed all the characteristic features which between 1860 and 1910 came into full bloom in the "Little Germanies" of many American cities. Yet, whereas the Germans in Philadelphia, Columbus, or Minneapolis always remained a minority within English-speaking surroundings, in Egg Harbor City they constituted the town. Anyone who did not speak German was a foreigner here. Anywhere else the Germans as a national minority showed a certain tendency to noisy self-assertion, occasionally bordering on aggressiveness, mixed with repeated complaints over lack of recognition and appreciation. In Egg Harbor things were more relaxed. Since there was only one element, there could be no tension. Nobody suppressed them, and if they were not appreciated they could blame no one but themselves.

The municipal government was organized in 1858. On June 8, 1858, Philip Mathias Wolsieffer was elected the first mayor of Egg Harbor City.[25] On these and the following ballots there was not a single non-German name. It was to continue so during the

[24]Georg von Bosse, *Ein Kampf um Glauben und Volkstum* (Stuttgart, 1920), p. 48.

[25]Wolsieffer was born in Winweiler, Rhenish Palatinate, in 1808. He emigrated to the United States in 1833, was for awhile a music teacher in New Haven, Conn., and Philadelphia, spent a few years in Baltimore where he was conductor of the first singing society, later became secretary of the Gloucester Association. He came to Egg Harbor as one of the first settlers and opened a wine farm. In 1866-67 he was a member of the New Jersey legislature. Later he left the town and spent the rest of his days in Philadelphia. H. A. Rattermann, *Gesammelte Werke* (Cincinnati, 1911), XII, 431-34; Bosse, *Kampf*, pp. 116 ff.; Rattermann, "Anfänge und Entwicklung der Musik und des Gesanges in den Vereinigten Staaten," *Deutsch-amerikanische Geschichtsblätter*, XII (1912), 340-42.

next fifty years.[26] For more than half a century all business in the City Council was conducted in German. Only for the convenience of county and state officials the minutes were kept bilingual. The first entry of these minutes, still preserved in the Municipal Building, shows the date June 18, 1858. On the left page we see the English, on the opposite page the corresponding German text. In this way the Council minutes were recorded until the first World War.

The Gloucester Farm and Town Association was particularly interested in enticing young couples to come to Egg Harbor. In this way the domestic growth of the population would supplement the importation of settlers from outside. Young couples with children would primarily be concerned with the school facilities. Thus the Association provided funds from which the salaries of teachers and the rent of school rooms could be paid.

The first teachers of the town were Hermann Trisch and William Frackmann. In the beginning there were only unsatisfactory temporary arrangements: school was held in the so-called Excursion Hall, until finally in 1876 a comfortable schoolhouse was built. With regard to the school question it is interesting to note that the town officers, in spite of their German background, strictly adhered to the common American practice of keeping public schools free of all religious affiliations. A petition, signed by several women, requested that the teacher should give lessons in religion. The city fathers ordered the clerk "to give notice to the petitioners that the Common Council had no authority to dispose of the teacher beyond school time, and that it was no business of the City Council to meddle with religion."[27]

Next to the school the most important institution in most German-American communities was the church, or rather the churches. Within the first fifteen years four German churches were organized in the town: the Moravian Brethren, the Cath-

[26]The names of the mayors during the first half century: P. M. Wolsieffer, Josef Czeike, Moritz Stutzbach, Frank Bierwirth, Louis Ertell, William Darmstadt, Daniel Hax, William H. Bolte, Georg Müller, Louis Kühnle, Moritz Rohrberg, Theophylus H. Boysen, John Schwinghammer, Frederick Schuchhardt, William Mischlich, Louis Garnich.

[27]City Council minutes, May 25, 1859.

olic St. Nicholas Church, the German Reformed Congregation, and the Lutheran Zion Church.

During the very first years of the colony there was no church. A Reformed minister, Ulrich Günther, lived here for a while and in a true Christian spirit of non-discrimination ministered to each and everyone who was in spiritual need. The Egg Harbor people then applied to the boards of the Lutheran and of the Reformed Churches for regular preachers, but their pleadings brought no action. Upon the advice of the Rev. Günther they now made an application to the Home Mission Board of the Moravian Church in Bethlehem, Pennsylvania. The Board had the situation explored and in March, 1859, sent the first regular preacher to Egg Harbor, the Rev. Christian Israel, who organized a Moravian congregation with sixty-six communicants and sixty-three children.[28] Services were initially held in Excursion Hall (the all-purpose community center) and in the private home of one of the members. In 1860 the congregation decided to erect a church, induced by an offer of the Gloucester Association which promised to donate five lots for a church structure on the condition that the building be erected in that same year, 1860. The Association, seizing upon every chance to enlarge and consolidate the settlement, later made similar offers to other congregations. Actually the Moravians beat all others and dedicated their church building on Palm Sunday, 1861.

At the end of the fifties the German Catholics in Egg Harbor also began to move. Originally they were part of St. Mary Magdalene of Millville, N.J. Old-timers pass on the story that a Father Martin Gessner came over, riding on a white horse to attend the shepherdless flock. After the usual trial period of ambulant services in private homes, St. Nicholas Church, still in use today, was erected in 1863/64.[29] At the same time the

[28]Hugh E. Kemper, *Directory and Handbook of the Moravian Congregation Egg Harbor City, N.J.* (1934), pp. 12 ff. List of pastors until the end of the century on p. 15.

[29]The building project started as early as 1858. In the archives of St. Nicholas there is still a pamphlet *Anrede der katholischen Gemeinde in Egg Harbor City, N.J. an ihre Freunde and katholische Glaubensbrüder, denen dieses zur Hand kommen mag, in Beziehung auf den Bau einer katholischen Kirche und anderer religiösen Anstalten in Egg Harbor City* (Philadelphia, 1858). The early church records, here as in the other churches, were kept in German. Those of St. Nicholas Church are now preserved in the Chancery Office, 721 Cooper Street, Camden, N.J.

bishop indicated that he would send a regular priest if the congregation could pay a yearly salary of four hundred dollars. This was answered in the affirmative and the first priest, Father Yunker, was duly installed.

The beginnings of the Reformed as well as the Lutheran congregations go back to a common start in the year 1859. After the traditional Egg Harbor beginning in Excursion Hall, the Evangelical-Reformed Congregation organized itself in 1862 and affiliated itself with the Philadelphia Classis of the Reformed Church. The Rev. J. P. Pfister served for a brief term, then a colorful personality, the Rev. Anton von Püchelstein took the rudder with a firm hand. Under his guidance the congregation increased to 119 members. He also began the construction of a church building. Notwithstanding such merits, he later figured conspicuously in the annals of the church through his dubious financial dealings and his stubborn (and from his view understandable) reluctance to produce the accounts.[30] In spite of this and other adversities, the congregation lived on and in 1912, when the fiftieth anniversary was celebrated, gave still evidence of its German character.

"In Excursion Hall are many mansions," one could paraphrase the scripture. True to its supradenominational spirit it also sheltered the first steps of the Lutherans. The Rev. C. A. Fritze from Carlisle, Pa., preached here for the first time on November 20, 1859, and on the same day the Lutherans constituted themselves as a regular congregation, called the Evangelisch-Lutherische Zionsgemeinde. A few months later they elected the Rev. Mr. Fritze as their regular pastor; a church was built in 1867. The first thirty years of the congregation were a history of splits, factions, stormy meetings, and resignations, of a tug-of-war between those who wanted to affiliate with the Pennsylvania Synod and those who found the Missouri Synod more inspiring. There were numerous changes in the pastorate and long shepherdless

[30]For further details see H. J. F. Gramm, *Souvenir Programm der deutschen Evangelisch-Reformierten Gemeinde in Egg Harbor City* (1912). Ministers after A. von Püchelstein were H. Losch, Pastor Dechant, Jakob Dahlmann, Mr. Frankel, John Bachmann, Adam Böley, Carl Cast. From 1882 to 1902 the organization was served by the ministers of Glassboro, N.J., and Folsom, N.J. Thereafter a gradual reorganization took place.

intervals in which some educated layman on Sunday morning read chapters from the Bible.[31] A time of greater stability began in the year 1889, when Zion Church finally joined the Pennsylvania Synod. In the next decade the pastorate of the Rev. Georg von Bosse contributed much to the reorganization and consolidation of this sorely-tried flock.[32]

Not the churches or schools, but the singing and gymnastic societies represent the most characteristic features of a true German-American community of the nineteenth century. The trunks of felled trees were still lying around, the streets were still mud holes when in June, 1857, the first singing society, Aurora, was founded.[33] Like most societies, it had its period of "storm and stress," but it survived into the twentieth century and for six decades remained the most popular and most respected social organization in town. Founded by a man who stood at the cradle of the two first singing societies in the United States, Philip Mathias Wolsieffer, it soon gained additional prestige when its founder and conductor was elected the first mayor of the town. Well supported by the majority of the citizens, the Aurora interrupted the dullness of every day life by many a concert or theatrical performance. In all such endeavors of community music this German-American generation of 1860, not yet condemned to radio and television, produced an enthusiasm and energy which is probably unparalleled in our time.

We have only scanty knowledge about other societies, yet there

[31]Georg von Bosse, *Festbüchlein zum 25-jährigen Jubiläum der deutsch evangelisch-lutherischen Zionskirche in Egg Harbor City* (1892). Until the end of the century the congregation was served by the following ministers: C. A. Fritze; E. F. Richter; Chr. G. Hiller; Pastor Frank; Pastor Vollquartz; Pastor Causse; H. W. Bähr; H. Rippe; Georg von Bosse.

[32]The Rev. Georg von Bosse was born in Helmstedt, Germany in 1862, emigrated to the United States in 1889 and after a few years as assistant minister in Philadelphia served as pastor of the Lutheran Church in Egg Harbor, 1891-97. Thereafter he was minister in Harrisburg, Pa., Buffalo and Liverpool, N.Y., until in 1905 he accepted the pastorate of St. Paul's Church in Philadelphia which he held until his retirement in 1930. He also became known as author of historical writings. He died in Rahns, Pa., in 1943. An account of his life until 1920 is to be found in his autobiography *Ein Kampf um Glauben und Volkstum* (1920). Cf. also *New Yorker Staatszeitung und Herold,* April 29, 1943.

[33]Material gathered from *Festschrift zum 50-jährigen Jubiläum des Gesangvereins Aurora* (1907). The pamphlet was compiled from the minutes which in 1907 were still available. It covers the history of the society year by year; in many instances it is the only source for the history of other Egg Harbor societies.

were many. We hear about five other organizations with musical ambitions, the Caecilia Männerchor, Germania Liederkranz, Beethoven Verein, Arion Orchester, and the Germania Cornet Band, not to mention various church choirs. Two gymnastic societies, the Turnverein Vorwärts and the Germania Turnverein, probably exerted the same attraction here as in other German-American cities. A Plattdeutscher Verein, a Schwaben Verein, and a Grütli Verein provided a touch of regional sectionalism, so typical for the Germans at home and abroad. We find a Rothmänner Loge and an Odd Fellows Loge, both typical for the roster of organizations in the "Little Germanies" of that time. Unusual was the founding of an Agricultural Society (Landwirtschaftlicher Verein, 1859), with the purpose of disseminating useful seeds and plants and of maintaining a model garden near the town. We know little about this organization. It must have had some prominence, since in 1863 a newly founded nationwide German-American Agricultural Society held its first general meeting in Egg Harbor City and decided to establish here the "model farm" of the organization.[34]

Nothing unusual for German-American surroundings was an intense interest in amateur theater. Two dramatic societies, Dramatischer Club Thalia and Dramatischer Verein Frohsinn, rivaled one another on the stage. To be sure, the program seldom rose above the entertainment level, yet occasionally the programs showed the best names and titles, such as Mozart's *Zauberflöte,* Weber's *Preciosa,* Lorting's *Wildschütz,* Schiller's *Räuber,* Nestroy's *Till Eulenspiegel,* Anzengruber's *Pfarrer von Kirchfeld.* More frequently we find the titles of entertaining and melodramatic plays with a broader appeal, such as Schönthan's *Raub der Sabinerinnen,* Kotzebue's *Feuerprobe,* Charlotte Birch-Pfeiffer's *Goldbauer.* There was, of course, also a great amount of fifth-grade coarse comedy and ghost drama and we enumerate only a few of these titles which were produced on the Egg Harbor

[34]The Gloucester Farm and Town Association donated the land for the farm, on very favorable terms. The members raised four thousand dollars for the farm and even entertained ambitious plans for a big agricultural institute in Egg Harbor. Information gathered from a pamphlet, *Rede von Andrew Lutz, Präsident des landwirtschaftlichen Central-Vereins von Nord-Amerika, gehalten bei der ersten General-Versammlung in Egg Harbor City* (New York, 1863).

stage: *Leonore, die Grabesbraut, Die Glatzköpfe, Der tolle Schneider, Die schlaue Witwe, Ehestands Zwist und Frieden, Einer muss heiraten.* Without knowing more than the titles we understand that the editor of the *Pilot* again and again had to report: "Das Haus war zum Erdrücken voll."

The interest in theatrical performances seems to have rooted very deeply in the hearts of the Egg Harbor people. Whenever this beloved institution was attacked, it created quite an uproar. Egg Harbor had no Blue Laws. On Sundays, people could meditate or celebrate, worship or dance, go to church or to the theater as they pleased. This liberality produced on Sundays a considerable influx from surrounding towns where people had to live more in the tradition of the American puritans. The Egg Harbor innkeepers praised this happy constellation, the ministers looked at it askance.

In the nineties the theatrical activities in town received new impetus through the arrival of a professional actor, Otto Reuter, who on Sunday evenings drew a number of young people as amateurs into his performances when they were supposed to sing in the church choir. All this prepared a dramatic conflict between the actor Otto Reuter and the pastor Georg von Bosse, who induced the mayor to prohibit theatrical performances on Sundays. The columns of the *Pilot* reflect the wave of indignation that came in the wake of this unpopular ordinance and for several months a war of "letters to the editor" was carried out between the pro-Reuter *Pilot* and the pro-Bosse *Beobachter*.[35] The episode which had started on a lofty level, discussing the educational mission of the stage, had an ignominious ending: accusations of immoral conduct, a violent marital quarrel between the actor and his wife on the public street, in which he called her "Satansweib," hasty departure of both with destination Brooklyn, in their wake unpaid debts and open scandals . . . this may suffice. It must have been one of those cases where a good cause was represented by a bad man.

All these organizations met in various halls, inns, and taverns with names such as Tonhalle, Turnhalle, Rheinhalle, Germania Halle, Schweizer Halle, Rathskeller, Gambrinus Höhe, Gasthaus

[35] *Pilot*, June 7, 21, August 18, 25, 1894. Bosse, *Kampf*, pp. 62-65.

zum Hirsch, Gasthaus zur Stadt Augsburg, etc.[36]—names which would not have been different in Cologne, Stuttgart, or Basel.

Still, it is only fair to point out that German-American social life in those decades was more than just folksong and beer drinking. Not everything was Kirmes, Maskenball, and Sängerfest, not everything centered on Stein, Handkäs, and Sauerkraut. Through many years the Egg Harbor newspaper listed series of lectures of an adult-education organization, called the Fortbildungsverein. It sponsored talks whose purpose was to familiarize the public with the philosophical-scientific outlook of the modern school of thinking, with the works of men such as Feuerbach, Darwin, and Haeckel.[37] The *Pilot* reported regularly on the progress in the fields of the humanities and the natural sciences. In 1869 the paper published a long serialized article on modern pedagogy in the sense of Friedrich Fröbel.[38] As late as 1910 we hear about a "Deutsche Literarische Gesellschaft von Egg Harbor."

The roster of societies does not permit us to conclude where the Egg Harbor people stood with regard to the controversial political events in Germany in the middle of the century. The settlement was founded seven years after the unsuccessful German revolution of 1848 which brought so many German refugees to America. However, there are no indications that the Forty-eighters played a conspicuous part in the history of this town.[39] To be sure, there were different shades of opinion. The Aurora minutes of October 4, 1857, mention the purchase of a black-red-golden flag, symbol of the liberal German movement of 1848. By and large, the Forty-eighters seem to have avoided the settlement. They had a greater predilection for big cities or at least

[36]Names gathered from advertisements in the *Egg Harbor Pilot.*

[37]*Pilot,* July 17, October 23, 1880.

[38]The author was a resident of Egg Harbor City, Dr. Emil A. Damm, who also recommended himself in the advertising section of the paper as a tutor in Greek, Latin, French and English.

[39]In these same years the people of Northern New Jersey saw the beginnings of a German settlement which was founded in the tradition of the Forty-eighters. This was the town of Carlstadt, built on a ridge between the Hackensack and the Passaic valleys. The land had been bought cooperatively by liberal German refugees and freethinkers. Named for Dr. Carl Klein, the leader of the group, this settlement was (as the Baltimore *Wecker* of October 5, 1858 expressed it) based on "the principles of a social republic." To our knowledge, the history of this interesting colony has never been told.

some atmosphere of urbanity. Egg Harbor in its first ten years meant hard work in brush and fields. When the settlement finally took on an air of civilization, the Forty-eighters had scattered widely and taken root elsewhere. We find in Egg Harbor more men of the old German immigration, the so-called "Grays" (such as Wolsieffer and Schmoele) rather than the "Greens," i.e. the post-revolutionary wave of immigration. In general, the atmosphere seems to have been tolerant. If the singing society had acquired a black-red-golden flag in 1857, they also embraced the new black-white-red of the Bismarck empire in 1871: the Aurora gave a charity performance to help the widows and orphans of the Franco-Prussian War and in January, 1871, celebrated the end of the conflict and the founding of the German Reich.

With regard to American politics the town cannot be pinned down with a consistent Republican or Democratic label. Through the sixties and seventies the *Pilot* reported Republican majorities for Egg Harbor. This must have changed at the time of Grover Cleveland, for after the election of 1884 the paper admitted that the Democrats had won the entire ticket. The *Pilot,* a Republican paper, added scornfully that for some years Egg Harbor City has been known as "ein Demokratisches Nest."[40] Eight years later the paper again had to report that in Atlantic County, otherwise a Republican stronghold, Egg Harbor City voted for Cleveland, three to one.[41] Thereafter the town went into the Republican camp, gave its majority to McKinley and, to the *Pilot's* great satisfaction, "repudiated the Bryan farce."[42]

No other medium permits one as clearly to feel the collective pulse of an immigrant group as its newspapers. No other immigrant group in the United States has produced a more prolific and more diversified press than the Germans. Needless to say, Egg Harbor had its German newspapers; indeed there were years (at the end of the century) when the city had four German newspapers at the same time.

The first Egg Harbor paper grew out of the peculiar origin of the town. The *Unabhängige Heimstätte* was, so to speak, the

[40] *Pilot,* November 10, 1860; November 7, 1868; November 7, 1874; November 8, 11, 1884. After the election of 1884, three hundred citizens gave a torchlight parade to celebrate Cleveland's victory.

[41] *Pilot,* November 12, 1892.

[42] *Ibid.,* November 7, 1896; November 10, 1900.

house organ of the Gloucester Farm and Town Association, set up as a means of communication between the "mothering" settlement society and the settlers in the bush. It contained the official records, proceedings, and news of the Association. We know of it only by hearsay; it must have gone out of existence in 1858. By that time the settlers had organized themselves into what they called "Conservativer Männerverein," with the purpose of terminating certain "abuses" of the officials of the Association and of promoting the interest of the settlers. Their press organ became the *Egg Harbor Pilot,* the newspaper with the longest and most influential history in town.

The *Pilot,* which outlived all its competitors, described the reasons for its existence in an anniversary article in 1909.[43] It was founded to counteract the irresponsible activities of the agents of the Association. These men, the *Pilot* said, had usurped power, they were spendthrifts, negligent in their official duties, they often lured people to Egg Harbor under false pretenses, pictured Egg Harbor as a built-up settlement with paved streets and gas lights at a time when there was nothing but mud, brush, and mosquitos. The first issue of the *Pilot,* edited by Dr. Robert Reimann, came out on December 18, 1858, but the paper was suspended after thirteen issues, on March 19, 1859. One year later, on March 22, 1860, it was reissued, edited now by Hermann Trisch. In the summer of the same year, the "Conservative Männerverein" retired from sponsorship, and from then on the newspaper was published independently until its demise in the first World War. Throughout its entire history it was issued as a weekly.[44]

[43] *Ibid.,* March 6, 1909.

[44] Until now, practically nothing has been known about the *Egg Harbor Pilot* except the name. The *Union List of Newspapers* does not list a single copy extant. There is a brief mention in two statistical compilations, "New Jersey Newspapers in 1874," in *Proceedings of the New Jersey Historical Society,* New Series, XV (1930), 262, and "Die deutsche Presse in den Vereinigten Staaten," in *Der Deutsche Pionier,* VIII (1876), 294. We have been extremely fortunate in locating an almost complete file of the *Pilot* from 1860 to 1915. The first part is in the possession of Mr. George W. Otto of Egg Harbor City, who has the entire second volume from March 22, 1860, to April 6, 1861. Most of the remainder, from 1862 to 1915, was until recently in the hands of Mr. A. Hilmar Kroekel of Philadelphia, a son of the last owner and editor of the paper. Mr. Kroekel has deposited this entire file in the Rutgers University Library.

Two anniversary articles of the *Pilot* (March 12, 1904 and March 6, 1909) clarify the history of frequently shifting ownership. Following, we list the names of the owners (often, but not always, owner and editor were identical): 1860-68, Hugo

In its first year the paper was almost exclusively absorbed with what the Germans call "Kirchturmspolitik," i.e. local affairs in the narrowest sense of the word. In a time when the country was shaken by civil war, the *Pilot* devoted only a few lines to national events. The last issue before the crucial presidential election of 1860 completely ignored the campaign, the first issue after the election dryly reported the result in a few statistical tabulations.[45] Yet, there was in the same issue enough space for a drawn-out elegiac contemplation on autumnal beauty, titled "Der Herbst." A headline, "Message of the President," does not give the floor to either Buchanan or Lincoln, but turns out to be a message of the president of the Gloucester Farm and Town Association. When in these years the *Pilot* spoke about the Constitution, it was not the American Constitution but the constitution of the Gloucester Association. Only for the news of Lincoln's assassination the paper for once stopped being local: the issue of April 22, 1865, appeared with black margins of mourning and devoted its whole first page to the dramatic and sad events in Washington.

This colorless neutralism in domestic politics was abruptly changed in 1868. An editorial announced that from now on the *Pilot* would plunge into politics. To prove that he meant what he said, the editor then embraced the Republican Party and swallowed its entire platform, hook, line, and sinker.[46] The election of Ulysses S. Grant was fervently recommended to the people of Egg Harbor. From now on the paper remained consistently Republican for more than thirty years. In 1872, Grant was again presented as "a noble character"[47] and so were all his successors on the Republican presidential tickets, not excluding James Blaine, until the end of the century. In those decades the *Pilot* participated most vividly in each campaign and celebrated jubilantly each Republican victory. If, as it happened in 1884, the

Maas; 1868-69, A. Stephany and Franz Scheu; 1869-71, Franz Scheu; 1871, Louis Bullinger, A. C. Morgenweck; 1871-79, A. C. Morgenweck and Hugo Maas; 1877-81, Hugo Maas and Charles Krockel; 1881-1904, Hugo Maas; 1904-15, Charles Krockel. Most of these men lived in Egg Harbor for the greater part of their lives. Franz Scheu's name later figured prominently in the history of the German press in Delaware, where he was editor of the *Delaware Pionier* and the Wilmington *Freie Presse*.

[45]The local result for Egg Harbor was: 85 votes Republican, 53 Democratic.

[46]*Pilot*, June 13 and 20, 1868.

[47]*Ibid.*, June 15, 1872.

people's choice went to a Democratic candidate, the paper mentioned the outcome in only a few words. Democratic candidates felt the unmitigated wrath of the editorials. Only in the case of Grover Cleveland did their hostility show signs of restraint: they paid him the compliment that he was better than his party. Once Cleveland was out of the picture and the name of William Jennings Bryan appeared on the Democratic ticket, the *Pilot* showered the "popocratic candidate" with all the invectives in the book. A big headline after McKinley's election announced: "The honor of the nation and domestic peace have been saved."[48] The second McKinley campaign was the last one in which the paper identified itself unequivocably with a candidate. Four years later it could not really warm up to Theodore Roosevelt. The editorials spoke cautiously of his "imperialism," of the possibility that such an "impulsive man" might lead the country into unnecessary difficulties—although in the end the paper still recommended the Republican ticket.[49]

After the 1904 election, the *Pilot* became as colorless in national politics as it had been in the first decade of its existence. The campaigns of 1908 and 1912 passed without specific recommendations. With regard to the local and state elections, the *Pilot* concluded with an audacious and sweeping gesture, averring that all candidates of all parties for all offices were all "very honorable men."[50] Evidently the struggle for survival had now become more severe. The paper could not afford to antagonize a single one of the Egg Harbor residents who had Democratic leanings.

It is interesting to follow the attitude of the *Pilot* towards the one man who by most of his contemporaries was considered the symbol of a successful and well-integrated German-American immigrant, Carl Schurz. It turns out that the opinions of the paper were completely conditioned by party-line considerations. When Schurz endorsed the Republican candidate, the paper was pro-Schurz. When Schurz stepped out of the party confine, the paper cried "crucify!" In 1872 when Schurz did not support Grant, the *Pilot* declared that Schurz was "politically dead," that he made

48 *Ibid.*, November 7, 1896.
49 *Ibid.*, November 5, 1904.
50 *Ibid.*, November 2, 1912.

himself ridiculous and that he followed only his own selfish interest. "No, we are not proud of Carl Schurz!"[51] The wind blew immediately from a different corner when four years later Schurz campaigned for Rutherford Hayes. The paper now told its readers with great satisfaction that Schurz had come out for the Republican candidate in an "extremely dignified and lofty letter."[52] All this dignity and loftiness did not help the great German-American when in 1884 he refused to go along with James Blaine and instead supported the Democratic candidate Grover Cleveland. The *Pilot* had no doubts about Schurz's motivations: personal enmity dating back to the years when Schurz was Secretary of the Interior and Blaine a Senator. This was the reason why now Schurz tried to "slander" the Senator from Maine. "It is sad that this great and eminent Mr. Schurz behaves like a picayune dirty political wire puller, only because he wants to carry out his vengeance."[53] The columns of the paper in these months were full of attacks against Carl Schurz and some were by no means discreet or subtle: "You should be pitied that in your advanced years you have stained yourself with treason to your party." If the colonists had their Benedict Arnold, the Republican Party has now its Carl Schurz.[54] Again in the campaign of 1900 when Schurz failed to endorse the Republican candidate McKinley, the *Pilot* spoke of Carl Schurz only with condescension and contempt: "He has become silly, does not know what he talks or what he wants"—"regretted by his friends, pitied by his admirers, denied by his fellow party members."[55]

Six years later Carl Schurz died. The *Pilot* adhered to the old Roman maxim, *De mortuis nil nisi bene,* and devoted its entire front page to a very positive evaluation of the life and achievements of Schurz.[56] "One of the greatest Germans in America . . . patriarchal stature . . . awe inspiring with his never stained shield of honor . . . always fighting for the ideals of his country, of freedom, justice and progress . . . A shining example of civic

[51] *Ibid.*, June 15, November 2, 1872.
[52] *Ibid.*, August 5, 1876.
[53] *Ibid.*, August 23, 1884.
[54] *Ibid.*, August 30, 1884.
[55] *Ibid.*, September 29, October 20, 1900.
[56] *Ibid.*, May 19, 1906.

virtues." There was no trace of criticism. The paper hinted sadly at the numerous disappointments which had beclouded the life of the deceased, but failed to add that the intolerant and dogmatic attitude of the Republican German-American press, such as the *Egg Harbor Pilot,* had contributed a great deal to the disappointments and disillusionments in the career of this German-American patriarch.

It is much more difficult to gauge the attitude of the *Pilot* towards the events of European politics. It may be said in general that the German-Americans experienced their most liberal era in the two decades between 1850 and 1870. After 1848 many identified themselves with the liberal German movement. From 1870 on, the lure of the Bismarck empire proved so strong that most German-Americans somewhat forcibly reconciled their liberal past with the not-so-liberal German present. The *Pilot,* though generally non-political during the sixties, occasionally showed signs of liberal tendencies. It gave fervent praise to Garibaldi, "the noble leader, the symbol of national virtue," and expressed the hope that the German people, too, some day would find such a "redeemer."[57] There were a few other symptoms of political liberalism when the paper sharply castigated antisemitic excesses in Romania.[58] The *Pilot* showed remarkable independence when, unlike most other German-American newspapers, it published an extremely critical report on the political atmosphere in the Bismarck empire on the occasion of Friedrich Hecker's famous speech in Stuttgart. It reported the address verbatim under the headline, "They want to be neither taught nor converted."[59] Hecker criticized severely the political mechanism of the new empire which had been built from the top, not from the grass roots. "Germany is great as a military power, small as a nation, much smaller than in 1848 when it not only wanted to be united, but also wanted to be free." Germany in 1873 meant police regime, lack of social justice and freedom, servility of the officials and brutality of the military (said Hecker), and all this would

[57] *Ibid.,* June 14, 28, 1860.

[58] *Ibid.,* March 30, 1872; also March 4, 1882.

[59] *Ibid.,* August 23, 1873. The headline referred to the criticism which Hecker's speech had evoked from the National-Liberal German Party.

prevent the German people from using their unity for the higher purpose of civil liberties. Since the *Pilot* printed Hecker's widely-noticed evaluation of the German Reich without any commentary, we may assume that the editors themselves were not entirely in agreement with the political course in Germany.

However, during the eighties and nineties we notice an increasing interest in German affairs which then were reported without any fundamental criticism. When Bismarck died, articles on his career, born out of great admiration, covered the entire front and rear pages of the issue. For the *Pilot* Bismarck was "the man of the century."[60]

After the turn of the century the space devoted to European politics decreased rapidly. In matters of domestic as well as international politics the paper became more and more colorless. The outbreak of the World War in 1914 was not even noticed. Soon after, however, we begin to discern a certain political drift which the *Pilot* in these years shared with many other German-American papers: a strongly anti-British attitude and the wish to keep America neutral in the European conflict. The paper had no individual political profile any more; it reprinted mostly pro-German articles from other German-American newspapers. This line of argument which more and more fell out of step with American public opinion may have hastened the end of the paper which closed its office sometime in 1917.[61]

The literary contributions in the columns of the *Pilot* hardly ever rose above the level of a provincial German paper. We find some novels and stories by Paul Heyse, Karl Gutzkow, Clara Viebig, Friedrich Spielhagen, Fedor von Zobeltitz, Peter Rosegger, F. W. Hackländer, Alexander Dumas, and Otto Ruppius, poems by Uhland and Freiligrath, a series of geographical articles by Alexander von Humboldt. This may suffice to indicate the modest literary ambitions of the editors.

[60] *Ibid.*, August 6, 1898.

[61] The last issue of the *Pilot* available in the Krockel file (Rutgers University Library) is no. 52 of Vol. 56, dated February 20, 1915. The last editor-owner of the paper was Charles Kroekel. Born in Braunschweig, Germany, in 1855, he came to the United States as a boy of ten. His parents settled in Egg Harbor. Very active in public and civic affairs, Charles Kroekel was connected with the *Pilot* in one capacity or another from his fifteenth year on, until the paper was discontinued. He died in Philadelphia in 1938.

Compared with the *Pilot,* all other German papers in Egg Harbor played second fiddle. In most cases no copies are preserved. As so frequently in German-American newspaper history, we know about some papers only through indirect hints in other papers. Thus we learn that in 1858 there was a *Beobachter am Egg Harbor River.*[62] Again through an indirect reference we know of the demise of the *Aurora* which passed away because it could not collect its outstanding assets.[63]

Shortly after the Civil War the town had a second German paper, *Der Zeitgeist,* which through more than three decades was the strongest rival of the *Pilot.* Under the editorship of Moritz Stutzbach, it began publication on April 6, 1867. Politically it was listed as independent, but it must have had some leanings towards the Democratic Party.[64] In 1887 the editorship passed into the hands of George F. Breder who later changed the name of the paper to *Deutscher Herold.* Breder became a good friend of the Rev. Georg von Bosse, who frequently contributed religious articles and travel descriptions. Von Bosse noted in his autobiography that the *Zeitgeist-Herold* was the only Egg Harbor paper which had a decidedly sympathetic attitude towards the Christian churches, whereas the others were either indifferent or hostile.[65]

In 1879 another paper made its appearance, *Der Beobachter,* edited by Wilhelm Müller.[66] From 1895 until 1900 Robert Weiler published a weekly *Der Fortschritt* which then was discontinued on account of illness of the editor.[67] Just as a matter of curiosity

[62]Baltimore *Wecker,* December 3 and 15, 1858. The *Beobachter* was published and edited by Louis Bullinger. Cf. also Hall, *Atlantic County,* pp. 123 ff.

[63]*Pilot,* December 8, 1860. The last issue of the *Aurora* (no. 13) was dated November 28, 1860. There seems to be a distinct connection between the rising sun in the official city seal and the name Aurora, used for one of the first newspapers and for the oldest singing society in town.

[64]*Pilot,* November 7, 1874; "Die deutsche Presse in den Vereinigten Staaten," in *Der Deutsche Pionier,* VIII (1876), 289-320; Egg Harbor papers listed on p. 294. According to the latter source, the *Zeitgeist* had a circulation of 500, while the *Pilot* had only 200 at that time. Cf. also "New Jersey Newspapers in 1874," *Proceedings of the New Jersey Historical Society,* New Series, XV (1930), 262. During the nineties, however, the *Pilot* boasted repeatedly that it was not only the oldest paper in the county, but also had the biggest number of subscribers.

[65]Bosse, *Kampf,* pp. 59 ff.

[66]We do not know how long this *Beobachter* lived. The only copy known to be extant, in the possession of Mr. G. W. Otto of Egg Harbor City, is Vol. VII, no. 19, dated April 9, 1887. It shows a rather intensive interest in political matters at home and abroad.

[67]*Pilot,* February 24, 1900.

we mention that during the carnival seasons in the last two decades of the century there appeared irregularly scattered issues of an *Egg Harbor Carneval Zeitung.*

Perhaps the most striking manifestation of the German character of Egg Harbor in its infancy is the street map of the planned city. It was drawn up in the late fifties when the founding fathers still had hopes for a metropolis that would stretch seven miles north of the Camden and Atlantic Railroad. We still have this first map, which shows the following names for the streets in the west-east direction: Agassiz, Arago, Beethoven, Bürger, Campe, Claudius, Diesterweg, Dürer, Egmont, Esslair, Fichte, Follen, Goethe, Gutenberg, Herschel, Humboldt, Irving, Itzstein, Kant, Keppler, Lessing, Liebig, Mendelssohn, Mozart, Naegeli, Neander, Oken, Opitz, Pestalozzi, Pindar, Quantz, Quinet, Rink, Rotteck, Schelling, Schiller, Thalberg, Tell, Uhland, Umbreit, Vogler, Voss, Welker, Wieland, Xenophon, Xylander, Yorick, Ypsilanti, Zelter, Zschokke. This list reflects most impressively the mentality of the people who were the godfathers of the city. A good number of the names honored great men of German letters: Goethe, Schiller, Lessing, Wieland, Claudius, Bürger, Uhland, Voss, Opitz, Zschokke. Twice we find the heroes of plays by Goethe and Schiller: Egmont and Tell. German composers appear, such as Beethoven, Mozart, and Mendelssohn. Some names taken from the history of German civilization need no further explanation, such as those of the painter Dürer, the explorer Humboldt, the printer Gutenberg, the educator Pestalozzi, the chemist Justus von Liebig, the philosophers Kant, Fichte, and Schelling. Some of these names are still known to an educated German today, but they no longer mean anything to the man on the street, even if he lives on Diesterweg Street. Some of these street names are perplexing even to a polyhistor, and we admit that we had to dig deep into encyclopedias of this and the preceding centuries to find explanations for some of the names. Many of these scholars, poets, artists, and statesmen never had a street name for themselves in any German city and most of them (like Wilhelm Xylander for instance, a scholar of Roman literature in the sixteenth century) never dreamed that they would

have their streets along the Mullica River in the New Jersey backwoods.

We have listed the street names not because we wanted to give a brief index of Western civilization, but because the names permit us to feel the intellectual pulse of the group that organized Egg Harbor City. We notice the high educational level of these men, their obvious interest in literature, music, philosophy, natural science, and the political tradition of nineteenth-century German liberalism.

The names of the avenues running from south to north are likewise indicative of the spirit that made the Egg Harbor project tick. They all are named for cities. Among American cities those were especially honored which were known for their large German population: Philadelphia, Cincinnati, Baltimore, St. Louis, New York, Buffalo, and others. A great German-American influx was expected from these places. The avenues, named for world seaports, such as Hamburg, Bremen, London, Liverpool, Antwerp, Norfolk, gave premature honor to prospective partners in world trade.

Most of these streets and avenues remained just names on a gigantic oversized map. This old map of Egg Harbor City is an eloquent monument to unfulfilled dreams, a barometer of the maritime aspirations as well as the intellectual climate of the group behind the Egg Harbor experiment. When you drive a few miles north of the city, in the midst of the woods you will encounter, marking nothing but an idyllic forest path, some of these signs, which announce that you now are crossing Uhland Street or Pestalozzi Street—crossings considerably more peaceful than the corner of Lexington Avenue and 86th Street.

The first settlers who came to Egg Harbor in 1855 were probably small farmers. Soon after the Civil War, various branches of small industry began to develop, the most important being tailor shops, the wine industry, a brick yard, a cut glass factory, a carriage factory, a lumber yard, a brewery, a cigar factory.[68]

Fifty to sixty years ago [Mr. Ernest Beyer, an Egg Harbor old-timer, told us], Egg Harbor had nothing but tailor shops and the wine industry.

[68]Breder, *Egg Harbor*, pp. 41 ff., 109 ff.

There were perhaps twenty-five or thirty tailor shops located in this town, each having upwards of two or three employees. An establishment of a dozen was considered good; a few even had twenty or twenty-five workers. The working day was about ten hours. Many housewives had coats delivered to their homes for a small finishing touch, receiving a small amount for their labor. It was an industry that meant much to this city of very industrious people.

A bank was founded, two building and loan associations were organized, several hotels were built to accomodate out-of-town businessmen. The town never became rich, but fairly prosperous.

With tailor shops, cigar factories, and other industrial enterprises, the town did not differ from hundreds of similar New Jersey settlements. The one feature through which Egg Harbor rose to its own and unmistakable identity was the wine industry. From the first years to the present time, this gave its special imprint to the town.

It would be interesting to follow up the numerous (and mostly unsuccessful) attempts which German immigrants have undertaken to make wine an acceptable beverage in this country. John Gruber in his *Hagerstown Almanac* again and again urged his Maryland German farmers to switch from "the stinking whiskey" to "the magnificent wine which keeps men healthy, strong and happy." The German settlement of Hermann, Missouri, soon after its founding in 1830, became known for its wine-raising and established the tradition of an annual *Winzerfest*. Kaspar Schraidt, a Forty-eighter, made a name for himself as viticulturist and introduced the cultivation of grapes on the island of Put-in-Bay in Ohio. Herrmann Schuricht, living at the end of the nineteenth century near Charlottesville, Virginia, experimented with grape cultivation and propagated it extensively in a German weekly, *Der Süden*. These are only a few examples among many. The Germans of Egg Harbor tried more patiently and more insistently than all others to plant the grape into American soil and the love for wine into American hearts.

Alexander Schem, when he entered a few lines about Egg Harbor in his German-American encyclopedia,[69] mentioned as a special attraction that the town had *herrliches Trinkwasser,*

[69] *Deutsch-amerikanisches Conversationslexicon* (New York, 1871), IV, 22.

"magnificent drinking water." The speedy erection of a brewery one year after the founding of the town indicates that the Germans in Egg Harbor lived not only on "Trinkwasser," no matter how good. At the same time, in 1856, the first experiments with grapes were carried out. The pioneers in the wine industry were Ph. M. Wild, F. J. Rödiger, and August Heil. Climate and soil seemed to be favorable. In the beginning the wine was made for home consumption. Soon they began to sell it outside of town and state, and in the decades after 1870 the wine industry became the most important source of income for the people. At the Centennial Exhibition in Philadelphia (1876) and at a Wine Exhibition in Paris (1878) the Egg Harbor wines won prizes. The Camden and Atlantic Railroad, the patron saint of Egg Harbor, in 1879 invited a group of prominent men from New York and Philadelphia to a big wine-sampling party in town. As guests of the railroad, they inspected "the comparatively new and profitable industry of the grape culture and wine making . . . There are between 700 and 800 acres of vineyards now planted in the Egg Harbor district and growing finely."[70] The New Brunswick paper which reported the sampling excursion saw in the production of wine "the greatest agent that could be brought forward in this country in favor of temperance," and it hoped that God would "speed the day when we will be able to produce enough wine in this country to keep young men out of the gin shops and rum mills."

Anyone who peruses the old files of the *Pilot* will see how prominently the cultivation of wine figured in the minds of the Egg Harbor people. Again and again the paper published articles on grapes, many written by Ph. M. Wild.[71] The wine industry soon became a special drawing point for out-of-town visitors. Many a German-American excursion was organized in Philadelphia, Baltimore, Washington, or New York to taste the products of the Egg Harbor vineyards. Particularly around the Fourth of

[70] *New Brunswick Daily Freedonian,* September 26, 1879, reprinted in *Proceedings of the New Jersey Historical Society,* LXXI (1953), 295-97. Also Breder, *Egg Harbor,* p. 65.

[71] The *Pilot* (March 5, 1864) mentioned that the district around Hamburg Avenue was commenly called "Lateinisches Viertel" (Latin Quarter). Here a good number of academically trained people had settled. Many of them were wine growers.

July and again in autumn, the town organized indefatigably a string of festivals: Weinfest, Winzerfest, Weinlesefest, Oktoberfest, and any other pretext for fluid hilarity, German style.

We have mentioned before that no Blue Laws restricted this general buoyancy of the town. Not everybody was happy about it. A reporter from the *South Jersey Republican* had visited one of the Egg Harbor fairs and returned shocked, speaking of "Trunkenbolde" and "schweinisch besoffene Menge." He was duly castigated in the local German paper for his adverse criticism, with dark allusions that the man probably was an anti-immigrant Know-nothing.[72] Still, a whole generation later, Pastor Braun of the Baptist Church in Egg Harbor wrote in an article: "Although I am with heart and soul a temperance man, I do not notice the same among the members of my congregation, since it exists mostly of Germans who like their drinking too much."[73]

It seems that in the first decades the grape raising was the only really successful venture in town. Most other agricultural, industrial, and commercial undertakings had a slow start. A great deal of the financial backing, to which out-of-town stockholders had subscribed, remained on paper only. In 1857 the country went through an economic crisis which shattered a good many hopes of the Egg Harbor sponsors.[74] The Civil War again retarded the growth of the settlement. Many young men joined the army. A company was organized by a Capt. J. J. Fritschby and fought on the Union side with great bravery.[75] Needless to say that the absence of these young men was painfully felt in the colonization chores of the town.

Thus the population grew slowly until toward the end of the Civil War. Then, however, there was a rapid increase. In fact, the

[72]*Pilot,* October 24, 1863.

[73]*Ibid.,* October 3, 1896. This statement, however, is completely contradicted by the Rev. von Bosse, *Kampf,* p. 202.

[74]William Schmoele said in a speech, delivered at the twenty-fifth anniversary of the town in fall 1880, that initially six hundred thousand dollars had been subscribed by German-Americans all over the country. He also mentioned the dampening effect of the year 1857. Baltimore *Correspondent,* October 13, 1880. See also *Pilot,* October 16 and 23, 1880.

[75]Heston, *South Jersey,* p. 745. William Schmoele in his anniversary speech of 1880 said that eighty-six men from Egg Harbor went into the war and that only forty returned.

decade before 1870, as a whole, saw the proportionally greatest growth of the Egg Harbor population—it almost doubled. In 1868 things looked so hopeful that Veronika Spontowicz, a German midwife, decided to move from Philadelphia to Egg Harbor, where she recommended herself through running advertisements in the *Pilot* as "geprüfte deutsche Hebamme."

After 1880 the curve of population rose slowly, never again as steeply as in the years before 1870. Here are the official census figures for Egg Harbor City throughout its entire history:

1860	789	1910	2,181
1870	1,311	1920	2,622
1880	1,232	1930	3,478
1890	1,439	1940	3,589
1900	1,808	1950	3,838

These figures show unmistakably that the original sponsors and settlers of the town had to bury their dream that Egg Harbor would become a big city. They likewise had to abandon the fundamental idea of the whole enterprise, the reason for its existence: that Egg Harbor was and would remain an exclusively German city.

It is possible to determine, almost to the day, when the inhabitants of Egg Harbor decided to let the drawbridges down from the gates of their German dream castle and to step into the realities of American life. The newspaper *Pilot* which here, as so often, revealed the pulse of the population, on June 20, 1868, published an editorial which opened a new chapter in the history of the paper as well as of the town. "Only a few among us still cling to the idea of a purely German settlement. More and more we have learned in the last years that such a restriction within self-imposed limitations would constitute an impediment which makes progress impossible . . . We shall rather be American citizens than inhabitants of a German settlement in America." The editorial also pointed out that since the tensions between nativistic elements and immigrants had lessened, the idea of complete seclusion was no longer justified. An immediate consequence of this conclusion was for the newspaper to give up its political indifference and take part in the next presidential campaign. Apparently in the field of domestic politics the peculiar

dilemma of the town had become most pressing: The people could not vote German, hence they had to decide between Republican and Democratic candidates for state and national representation.

Egg Harbor City was not an island. Any non-German-speaking person who wanted to live here could do so. He would be somewhat isolated, but no law prevented him from taking a job here or opening a store. He would probably do little business if he did not learn German quickly. Toward the end of the century a few colored families moved into town and they soon talked German; in fact, their children spoke it as fluently and free of accent as if they had grown up in Kassel or Kaiserslautern. Another nationality arrived in greater numbers, the Italians. Some were attracted by the wine and grape industry with which they had some familiarity from their Italian origins. Some of them were skilled tailors and found employment in the tailor shops. Some were imported as cheap laborers by the railroad companies.[76] Here was another segment of population with which the Egg Harbor aborigines would have to come to terms. They could not be linguistically annihilated like a dozen Negroes. They could likewise not co-exist, one part speaking German, the other Italian. Sooner or later they all had to meet on a common platform, as American citizens speaking the language of the country.

There are a number of indications that Egg Harbor, toward the end of the century, became a bilingual town. In 1892 a theatrical troupe from out-of-town performed for several days, producing English plays.[77] The commencement program of the Egg Harbor school in 1906 clearly shows the two-track character of the language situation: the students performed in German scenes from Schiller's *Wilhelm Tell* and in English scenes from Shakespeare's *As You Like It.* From as early as the sixties a few English newspapers had been published in Egg Harbor. For many years they did not go too well, they changed hands, moved away, were sold, combined or discontinued; yet, they were not so entirely without support that they would die completely. The

[76]The *Pilot* of March 22, 1890, reported the arrival of not less than eighty Italian immigrant laborers for the Reading Railroad Company in only one month.

[77]*Pilot*, advertisements in April, 1892.

names of most of these English papers *(Atlantic Democrat, Atlantic Beacon, Atlantic Journal, Atlantic Star Gazette)* indicate that they addressed themselves more to the people of Atlantic County than to the population of Egg Harbor City; yet, around 1900, they must have met with increasing response in the town itself.[78]

The various church records likewise reveal the transition from a German to an American town which took place after 1900. The Catholic St. Nicholas congregation was the first to give up German as the language of the church records. From 1859 to 1866 they were in German, from 1866 to 1877 bilingual, after 1877 exclusively English. The first sizable influx of non-German-speaking people was of Italians, all Catholics. This explains why the Catholic church was by far the first to move out of the German confines.

For the Moravian Church the transition period came considerably later. Its bilingual period is the time from 1895 to 1898. Before those years the records were in German, afterwards in English. The Reformed Church held out longer: exclusively German until 1914; bilingual 1914-20; entirely English after 1920. The greatest tenacity was displayed by the Lutheran Church, which clung to German in its records until 1932 and then, omitting the usual bilingual transition period, changed to English.[79]

In 1893 a new church was founded in Egg Harbor City, the German Baptist Church. Starting at a time when German life in town was already declining, this church never flourished. It went through protracted stages of dissolution and was finally disbanded in 1934. Much more successful was the Congregational Church. Organized in 1903 as an English church, when there

[78]The *Atlantic Democrat* for the greater part of its history was in the hands of the Regensburg family. Moritz Stutzbach was editor of the *Atlantic Journal*. In one instance the same man published a German and an English paper: George F. Breder owned the *Zeitgeist* (later *Herold*) and the *Egg Harbor Gazette*. Cf. Hall, *Atlantic County*, pp. 123 ff.; Breder, *Egg Harbor*, p. 53.

[79]The Lutheran ministers preached only German sermons until around 1930. Thereafter there were German and English services alternately, after 1944 English every Sunday, German every second Sunday. The Lutheran Church received some German-speaking influx after the second World War through displaced persons from the Baltic countries where the Lutheran faith was predominant.

was increasing need for some church service in English, the Emmanuel Congregational Church has been English in the language of its records, sermons, and social life from the beginning to the present.

What the records of the originally German churches and the organizing of English churches indicated in an unofficial way found its official confirmation in the Municipal Building on April 25, 1916. On that day the deliberations of the City Council for the last time were recorded in English and German. From then on, the books were kept in English.

The fiftieth anniversary of the city in September, 1905, was the last great community celebration which reflected the German character of the town. Great gatherings and public parades marked the day. A little book was published which recorded the outstanding events in the history of Egg Harbor and the main accomplishments of its citizen.[80] The German-American press all over the country took due cognizance of the birthday and still referred to Egg Harbor as "the most German town in the country."[81] The German paper in Buffalo summed up its impressions: "Undiluted as in few other communities of the country, Egg Harbor has preserved its German spirit and its German language." Yet, retrospectively it seems to us symbolic that the main day of the festival was marred by a melancholy rain.

The difficult years of the first World War only accelerated a development which would have taken place even without the anti-sauerkraut hysteria of 1917. The psychological pressure of these years helped to de-emphasize the German components in the texture of the town. Some of the people even gave up the most conspicuous sign of their German heritage, their names. Some of the Morgenwecks (one of the oldest German families in town) changed to Morgan. The percentage of the German element decreased, the Italian element grew. The last census (1950) showed that among 326 foreign-born people in town, 106 were

[80]George F. Breder, *Goldenes Jubiläum, Egg Harbor City* (1905). Significantly the last fourth of the booklet is in English.

[81]Articles appeared, for instance, in the *New Yorker Staatszeitung*, September 10, 16, 18, 19, 1905; Baltimore *Correspondent*, September 10, 1905; *Buffalo Democrat*, September 16, 1905, reprinted in *Deutsch-amerikanische Geschichtsblätter*, VI (1906), 6 ff.

from Italy and exactly the same number from Germany and Austria. In the telephone directory there is still a great predominance of teutonic names: Bleibdrey, Butterhof, Einsiedel, Geissenhoffer, Haberstroh, Krauthause, Morgenweck, Obergfell, and assorted Schmidts. Yet, there is also a considerable sprinkling of the clans of Barbetto, Caroccio, Dessicini, Napolitano, and Portaluppi.

After the first World War, Egg Harbor, for many decades the most German community in the country, became an American town, on the surface hardly different from most other towns in the state. Talk to the people and you discover that they are still keenly aware of the German past and of the peculiar history of their town. Yet it is already so remote that it looks to them like the Golden Age. On a cold winter evening they will tell their unbelieving children with a nostalgic sigh: "Those good old days, when one could buy a big steak dinner for 35 cents, when nobody paid income tax and when German was spoken on every street."

Preserving the Past

LLOYD M. FELMLY

WASHINGTON's Birthday reminds us again that New Jersey is often described as the cockpit of the Revolution. Washington's retreat across the state, his winter at Morristown, the daring assault across the Delaware that caught the Hessians at Trenton by surprise, the battles of Princeton and Monmouth, all are among the nation's hallowed traditions.

Reaching back three hundred years, New Jersey has a history of endless fascination. Here were pursued significant experiments in democratic government and education. New Jersey's little colonial colleges survive as great universities. One President of the United States was born in New Jersey and another had been its governor.

Here great inventors, notable authors and distinguished statesmen and jurists lived and worked. New Jersey's association with the growth of industry and transportation is an important part of the economic history of America.

But little of this history is known, even to native Jerseymen. Other states spend large sums to preserve the records and relics of their past and to stimulate the historical pride and interest of their people. New York, Ohio, and Michigan each spend around $500,000 a year for state historical purposes. New Jersey doesn't spend a twentieth of that. Its historical society's operating income is only about $20,000.

This neglect has brought merited censure from a Jersey resident who can speak with authority. He is Kenneth Chorley of Hopewell, who commutes by airplane to his job as president of Colonial Williamsburg in Virginia, an experiment in historical re-creation which enchants thousands of visitors every year. At a meeting of the trustees of the New Jersey Historical Society, Mr. Chorley drew an unflattering contrast between the historical activity in New Jersey and its sister states, and suggested that New Jersey, "which has as important and glorious a history as any of the states," ought to be no less interested in its preservation.

The New Jersey Historical Society, the principal custodian of the state's past, and several county societies try to compensate in zeal for what they lack in money. It isn't easy. A broader base of support, through increased individual memberships and the co-operation of industry, is needed.

The *News,* which has made recent contributions to historical research by its series on such subjects as New Jersey's Indians, its governors, railroads, counties, industries, and agriculture, hopes the Society may find it possible to expand its program and widen its usefulness.

A Newark Evening News editorial, February 22, 1955; written by Lloyd M. Femly, editor, member of the Society's Board of Trustees.

DIRECTOR'S DIARY

ALEXANDER J. WALL, JR.

THE opening of the Society's special exhibition, "American Family Life—1875," in honor of the eightieth anniversary of the founding of the Prudential Insurance Company of America, may well be considered an historic event in the life of an organization primarily concerned with historic events! Certainly no activity in recent years has required the preparation and planning, and consequently the success and enthusiasm which has resulted from this joint effort with the "Pru."

The opening was preceded by two previews—the first a luncheon in honor of the Prudential held on February 25 and attended by over one hundred top representatives of New Jersey business and industry, who heard Carrol M. Shanks, president of the Prudential, deliver an address, "Our Expanding Horizons." Also on the program was Dr. Richard P. McCormick, president of the Society, who acted as a toastmaster and introduced the distinguished guests of the day, including Charles R. Howell, newly appointed commissioner of banking, and John S. Flockhart, business administrator for the city of Newark, representing the Mayor, both of whom extended greetings. The second preview was held the following afternoon for members of the Society and included an illustrated talk by your director on "Historical Contrasts in Newark," and refreshments.

Then followed the opening on March 1, which received excellent attention in the Newark press by news and feature stories and by full-page advertisements inserted by the Prudential. The result, even at this writing, has been a five-fold increase in adult attendance and a completely booked schedule of school classes for three months to come.

The exhibition itself has received very favorable comment from visitors. Perhaps the most spectacular feature consists of three period room settings of 1875 installed in permanently constructed shells. A kitchen is authentically equipped with an original cooking range, "The New Empire," dated 1872, cooking pots, preserve jars, and other utensils of the period, an iron sink and pump, roller towel, oil lamps and is complete even to an 1875 cookbook and a calendar. A sitting room is decorated authentically with Brussels carpet of floral pattern, flowered wall paper—a reproduction presented by the Chicago Historical Society and copied from the original in the Lincoln parlor in Springfield, Illinois—and furniture in period from the Symington home in Newark. Other

appropriate appointments include a John Rogers statuette group, "We Boys," a what-not, a music box, and period portraits. A bedroom contains a bed and dresser made by John Jelliff, Newark cabinetmaker in 1872, an ingrained carpet, small patterned period wallpaper, and a roller shade of Newark manufacture with painted floral decoration. All three room settings are considerably enlivened by mannikins in period costume and in action—putting the kettle on to boil in the kitchen, looking at stereoscopic pictures in the sitting room, and in the act of retiring, clothed in a typical night dress and cap in the bedroom.

Rivaling the room settings in interest are six diaramas of the Newark scene lent to us by the Prudential. They depict social life of the poorer classes during the 1875 period. Shown are "A Saturday on Broad Street" with family groups enjoying the simple pleasures of strolling and shopping following the labors of the week; "A Picnic on the Banks of the Passaic," when that river offered pleasant areas for recreation along its shores; "Sickness Strikes the Breadwinner," a catastrophe of possibly dire consequences to the worker's family which the Prudential did much to alleviate through its workingman's insurance; "Along the Morris Canal," where many a youngster learned to swim despite parental objections; "A Pauper's Burial in Potter's Field," which was often the tragic result of the inability of a family to pay for a private burial; and finally, "The Old Schoolhouse," depicting Newark's first, located near what is now Weequahic Park, reminding us of the days before compulsory education when only fortunate children had educational opportunities instead of being forced to contribute to the family's income.

Accompanying these reconstructed reminders of mid-Victorian life are some forty photographs of Newark scenes and landmarks, places of worship, public buildings, industry, and New Jersey resorts. There are also case exhibits of toys, amusements, jewelry, the periodical press, best sellers of the period, music and stage, and currency of that time. Examples of silver, glass, and china, a wedding costume, men's personal effects, and a Frelinghuysen Lancer's uniform occupy additional cases. Of considerable interest is a collection of illustrations of sporting events, shown by means of an automatic viewing projector. Pictures of tennis, bathing, badminton, fishing, quoits, and other sports form interesting comparisons with the modern versions of these activities.

Because of its popularity, the exhibition, originally planned for two months, has now been extended to continue through May 30. Although most of the items in the exhibition are owned by the Society, we are greatly indebted to several lenders and donors who by their generosity have insured the success of the exhibition—the Newark Public Library, Newark Museum, New York Public Libra-

ry, Mrs. Charles Higgins, Mrs. Richard Hartshorne, Miss May Kirtland, Miss Helen Durand, Mrs. W. Clark Symington, Mr. Clark Willever, Mrs. H. H. Sawyer, Mr. and Mrs. Samuel F. Butterworth, and Mr. and Mrs. George Richard Brown. We also owe much to the Woman's Branch of the Society for help and advice in the installation of the rooms. And finally, there is the Prudential itself, without whose wonderful co-operation there could have been no celebration or exhibition and through whose generosity the period rooms were constructed.

Although the preparations for and continuance of the exhibition have consumed most of our energies this winter, other activities, like the mailmen, have continued on their appointed rounds. The Saturday mornings in January offered film showings, already described in the January PROCEEDINGS. There were also numerous luncheons and meetings held here, mainly as a by-product of the exhibition. On January 29 the Huguenot Society held the winter meeting of its board of governors. Then on February 16 the first regular meeting of the New Jersey Historical Society's Board of Trustees under the new by-laws was held, at which four new trustees were welcomed—Richard V. Lindabury of Princeton, Perry M. Shoemaker of Summit, Henry S. Puder of West Orange, and Russell E. Watson of New Brunswick. Following the business meeting, luncheon was served, at which Kenneth Chorley of Hopewell, president of Colonial Williamsburg, spoke. March 10 saw a luncheon meeting of the Women's Service Clubs of Essex County, which was followed by luncheons and meetings by the Newark Rotary Club on March 15, Newark Lions Club on March 23, Newark Kiwanis Club on March 24 and Optimists Club on March 29.

Naturally, with the increased publicity and use of our building, our library also has an increased number of readers. Although we welcome the opportunity to be of greater service to the community, it comes at an unfortunate time when, because of reasons of health, Mr. Audubon Davis has been unable to continue as the Society's librarian. Mrs. Joseph W. Greene, retired since last May, has returned to the library in a part-time capacity pending the appointment of a new librarian. Because of the increased demands made upon us here and the fact that we are understaffed, it will be of great advantage to us as well as to prospective users of the library if they will make advance appointment when they contemplate using our less accessible collections, such as large numbers of out-of-town newspapers, serials, manuscripts, or maps.

The Society has been fortunate in receiving a number of useful as well as valuable gifts. From the Woman's Branch the Society was presented with an autographed letter, signed by Marquis de Lafayette, to Major Harry Lee. It is dated "Light Camp near Totawa, October 14, 1780," and offers Lee

reinforcements for the defense of Newark. The Woman's Branch also presented us with another female mannikin which is now installed in our period kitchen. From Miss May Kirtland we have received a bed and dresser in the tradition of Charles Eastlake and made in Newark by John Jeliff in 1872. It is presently on view in the period bedroom. The Society was fortunate also in receiving from Mrs. B. Aline Johnson Genung a delightful small Lady Washington parlor stove, dated 1848 and, although made in Troy, N.Y., used continuously in New Jersey. Its cast-iron sides are magnificently decorated with floral designs and it is crowned with an urn which disguises an opening for feeding the fire.

There are two coming events of importance. One is the Woman's Branch annual meeting scheduled for April 13 when, following a traditional luncheon and business meeting, members and friends will hear Mrs. Olga G. Atkins, supervisor of historic sites in the state of New Jersey, present an illustrated talk on "New Jersey's Heritage." We are also working towards the fifth annual New Jersey Historical Conference, to be held this year in Freehold under the co-sponsorship of the Monmouth County Historical Association and this Society on Saturday, May 21. The program will follow the pattern of previous years with the morning and afternoon sessions being held in the courthouse and luncheon being served at the American House across the street. There will be an historical tour of the vicinity of Freehold including a visit to the Monmouth County Historical Association museum, and an afternoon social hour with refreshments is being planned. It is anticipated that programs and reservation forms will be mailed to our members and all interested persons early in April. Others may have them on request.

ELSEWHERE IN THE STATE

Mrs. Olga G. Atkins, supervisor of historic sites for the state Department of Conservation and Economic Development, reports on the February 20 annual George Washington observances at Boxwood Hall in Elizabeth. Attendance was one of the largest since the birthday programs were begun more than a decade ago, she says. Elizabeth is particularly history-minded at present, Mrs. Atkins believes, because of the city's centennial celebration and the lively promotion carried on by the *Elizabeth Daily Journal* and by civic-minded citizens. The old Boudinot Mansion, where Washington visited, had a display of new acquisitions for the anniversary celebration. Mrs. William J. Stibravy, chairman of the house committee, read a list of gifts or loans to the House which included co-operation from Schumacher & Co., New York, for drapery materials and by the firm of S. Alexander, decorator, in Union, who made the hangings. Mrs. At-

kins says she is pleased with the improved appearance and extended interest in refurnishing Boxwood Hall, but adds that much remains to be done.

Theodore J. Langan of South Orange, director of the Division of Planning and Development in the Department of Conservation and Economic Development, accepted a portrait of Alexander Hamilton as a gift to Boxwood Hall. The picture was presented by former Superior Court Judge Donald H. McLean, president of the Boxwood Hall Memorial Association.

At the Essex House in Newark two days later, members of the New Jersey Society, Sons of the American Revolution, honored Washington with a luncheon which included the awarding of a citation to General of the Army Douglas MacArthur, received in his absence by Major-General Hugh J. Casey, Ret., and an address by Senator Karl E. Mundt. Fleet Admiral William F. Halsey was a guest of honor. Harvey B. Nelson, Jr., president of the New Jersey Society, presided and the citation was awarded by Stanton B. Lawrence, national trustee, S.A.R. The program, attended by 830 people, was the most ambitious one in several years. It was under the chairmanship of William Y. Pryor, second vice-president of the New Jersey Society.

At Haddonfield, Washington's Birthday was marked by the midwinter meeting of the Historical Society, at which Dr. Richard P. McCormick spoke on "Washington as a Hero." A Washington's Birthday exhibit and program were also held by the Paramus Historical and Preservation Society, at which was announced the receipt of a gift of a Washington letter, written at Williamsburg, Virginia, and directed to General Forman at Freehold. A few weeks later Dr. McCormick was heard in Nutley, where on March 8, at the annual meeting of the society, he spoke on "Pathways to the Past."

There appear to be endless ways in which school classes can utilize experiences gained in class visits to historic sites and museums. Mrs. Howard Hancock, president of the Cumberland County Historical Society, tells of a group of fifth graders who, with their teacher, visited the Hancock House at Hancock Bridge, the Wood Mansion in Greenwich, and the Erving house in Bridgeton. After the visit, the children proceeded to write a play based on their visits, and this was presented as a school program for parents and friends.

Mrs. Hugh Pugh, president of the Burlington County Historical Society, tells us that on Saturday, January 22, an open-house meeting and loan exhibit was held in the James Fenimore Cooper House, headquarters of the Society in Burlington. Visitors brought articles of family and historic interest to the exhibit, and some of the Society's recent acquisitions were on view. Among the articles lent was a copy book written by an eleven-year-old school girl in 1798.

Among recent gifts to the So-

ciety is a latch from the estate of Mrs. Carrie Baily Aaron, the last descendant of Isaac Collins to be born in the old Collins homestead, which is still standing in Burlington. This latch was on the door of the printing shop of Isaac Collins, who was appointed "Kings Printer" in 1770. Here he printed money for the province of New Jersey, until the Revolution. The latch is about thirteen inches long and five inches wide, complete with lift and bar. According to data in the library of the Historical Society, the Collins printing shop was in one of the oldest houses in Burlington. It had been used as an office by Samuel Jenings, first deputy-governor of West Jersey, in 1680-83. Later, in 1728, Benjamin Franklin worked here for several months, printing paper money for the Colony. The house was built sometime before 1680 by Richard Hartshorne, and it is believed that the initials "H R H" pierced in the iron of the latch beneath the handle, stand for "Hannah and Richard Hartshorne." This would mean that the latch was already a hundred years old when Isaac Collins used it.

The Julius Forstmann Library in Passaic was the recipient of some three hundred colored sketches of old Dutch houses, landmarks and families of Acquackanonk, drawn by Herbert A. Fisher of Bloomfield and donated by him during a ceremony on March 28 at the Library, when they were accepted by the Board of Trustees. The sketches have been placed on permanent exhibition under glass and the artist was able to find records of each house represented in the collection as it existed during the Revolutionary period. This is a fine example of local history being presented in a graphic manner.

Speaking of historic houses, the Kingsland-Kettell house in Rutherford, which for the past year was in great danger of being destroyed to make way for an apartment site, has been saved through its purchase by Fairleigh Dickinson College. Mr. James H. Smith, the owner, struggled valiantly to find a means of saving the structure, considered to be one of the oldest houses in northern Jersey, and has recently announced that he is very happy, despite the fact that its preservation has meant a financial loss to him.

A new historical project is under way in the Plainfield area. The North Plainfield Historical Society is now assisting the Somerset County Historical Society in answering requests for information. The North Plainfield society was formed by a group of North Plainfield High School students last fall to continue the project begun two years ago by one of the high school history classes of a tour of Somerset County's historic sites with accompanying research and photographs to better inform county citizens of their historical heritage. Members visit cemeteries and historic sites, do library research, and locate old family records in order to gather necessary information. A nominal fee is charged and the students hope to publish a history

of Somerset County with the money earned from this project. This is another of several indications that our state is ripe for the organization of a Junior Historical group.

In addition to enlisting the aid of its young folks, the Somerset County Historical Society is engaged in a campaign, undertaken with the Rotary Club of Bound Brook and other service clubs under the chairmanship of Dr. Carle Bigelow, to raise a fund for the establishment of a fellowship at Rutgers University for the study of local history under Dr. Schmidt and Dr. McCormick. The Society is also undertaking a large-scale drive for increased membership. At its annual meeting on January 11, Albert S. Davis, Jr., of Somerville was re-elected president.

Several other historical organizations have held annual meetings and elected their officers. Mrs. Harry Parker was elected to the presidency of the William Trent House in Trenton, succeeding Mary Reed Wood, who reports the acquisition of two William and Mary period chairs, a dresser for the dining room, and a Queen Anne walnut wing chair *c.*1710, the latter a memorial to the first president of the Trent House Association. The Trenton Historical Society announces the election of Dr. Goodner Gill as president to succeed Dr. Roscoe West. Bruce H. French was re-elected president of the Historical Society of Princeton at its annual meeting on March 28, as was Judge Henry C. McMullen at the annual meeting of the Springfield Historical Society on January 26. This latter society is busy this spring sponsoring the 175th anniversary of the Battle of Springfield, the anniversary date of which is June 23. The Society obtained permission to have the local post office use a commemorative stamp cancellation on outgoing mail for six months. A pageant, parade, historical booklet, commemorative plate, post cards, open house at the Cannon Ball House, and other activities are being planned for the June event.

The Salem County Historical Society also announces an election —that of a new president in the person of Mrs. James H. Green, who tells us of some rather extensive renovation projects in the Alexander Grant House in Salem, which is their headquarters. They have restored six rooms and two halls, refinished floors and installed new electric wiring throughout, and on the exterior have removed all the old stucco, revealing the original red bricks and blue leaders. A gift of five thousand dollars was recently offered them by Mr. George Rumsey of Philadelphia, a former Salem resident, provided the Society would raise a similar amount. This has spurred the Society to hold numerous events and activities. If the amount is raised, it will probably be used to construct an addition to the headquarters to display their collections more adequately.

The State Museum in Trenton opened an exhibition of "Toys of Yesterday" which remained on

view from December 15 through January 31. In addition to many unusual dolls and toys of the eighteenth and nineteenth centuries, several period settings were on view, including a toy shop and a Victorian living room containing a Christmas tree, toys, and mother and daughter mannikins. Over thirteen thousand came to see the exhibition of loan items borrowed from many sources throughout the state. The New Jersey Historical Society was represented among the lenders, having made available costumes for the mannikins, the living room carpet, and a number of toys and games.

In our January issue, there was announced the presentation of a course of study on local history offered jointly by the Madison, Chatham and Floral Park Historical Societies, which is currently in progress through April 9th. Another local history course, "Highlights of New Jersey History," was presented on six succeeding Monday evenings, beginning January 31, by the Montclair Adult School in the Montclair High School. Topics and speakers included "Historical New Jersey" by Dr. Richard P. McCormick; "History Can Be Fun," by Frank P. Townsend; "Such Interesting People," by John T. Cunningham; "Highlights of Local North Jersey History," by George Parr; "Indians and Colonists," by Dr. Dorothy Cross; and "New Jersey in Print," by Miss Miriam V. Studley. This course was followed by four genealogical sessions conducted by Harold A. Sonn, editor and publisher of *New Jersey Genesis,* which covered the origin of family names, connection with history, sources of information, both European and American, ports of entry and movements of ancestors in America, how to trace ancestry, forms and charts, and how to publish genealogical records.

A session dealing exclusively with a phase of New Jersey history is not usually found on meeting programs of national cultural organizations. The Society of Architectural Historians, however, recently holding its eighth annual meeting in New York City, devoted Saturday morning, January 29, to a discussion of New Jersey architecture. The session, held at the Metropolitan Museum of Art, was under the chairmanship of Emerson Swift, School of Architecture, Columbia University. Five papers were read: "Robert Smith's Princeton Architecture," by Paul F. Norton, Pennsylvania State College; "Patterned Brickwork in Southern New Jersey," by Paul Love, Michigan State University; "Mount Holly Jail, Past and Present," by Frederick A. Eckhart, supervisor of plans and surveys, state of New Jersey; "Original Sources of Material for New Jersey Architectural Research," by Miss Julia Sabine, Newark Public Library; and "Japanese Architecture in New Jersey," by Clay Lancaster, Guggenheim Fellow.

The "Jersey Review," a weekly report from the Department of Conservation and Economic Development concerned with current his-

tory, is broadcast by fifteen radio stations in all New Jersey listening areas. Commissioner Joseph E. McLean presides and invites members of his staff to assist him in giving listeners background information on newsworthy events relating to the conservation and development programs of the state. The Wharton tract and New Jersey's water needs furnished topics for opening the series in January. Later topics have included "Washington Slept Here"; "Youth Conservation Programs"; "The Uranium Search in New Jersey"; and "Reforestation Makes Dollars and Sense." The date and time for each local broadcast of the "Jersey Review" is announced by individual radio stations.

The Continental Army at Jockey Hollow has been painted for the first time in a huge mural by one of America's leading artists, Francis Scott Bradford, for the Morristown Trust Company's handsome new banking house, which was opened last October 13. The sixty-four-foot canvas of Washington and his troops encamped on the Morris County hills during the terrible winter of 1779-80 occupies the wall opposite the front entrance in the main banking room.

Action in the panoramic scene of the army's snow-frozen encampment centers in lifesize figures of the Commander-in-Chief, Colonel Alexander Hamilton, and Brigadier-General Henry Knox as they receive sleighloads of provisions and clothing for the soldiers from the women of the county. The general view is the rolling countryside three miles southwest of Morristown where eight American brigades built a "log-house city" in Jockey Hollow itself. Morristown was then a "very Clever little village"—and military capital of the United States. In the words of its distinguished artist, the painting commemorates "the sufferings of our forefathers, during what Washington described as the worst winter of the 18th century, as they at once created and defended a new Nation. Morristown and its environs were truly the testing ground of a great People."

An exhibition of Lenox China is currently being featured by the Newark Public Library. Entitled "Command Performances in Fine China," the exhibit includes pieces from celebrated tables such as the White House under Woodrow Wilson, state governors' mansions, the president of Venezuela, King Faisal of Saudi Arabia, Spanish Embassy, U.S. embassy service, the president of Cuba, and other fine services.

WORKS IN PROGRESS

Sister M. Regina of Caldwell College is gathering material for a history of the New Jersey Historical Society in pursuance of a Ph.D. degree at St. John's University, Brooklyn.

Mr. N. Blaine Lefler, 55 Laramie Road, Plainfield, is compiling a history of Plainfield, N.J., which is to include also both North and South Plainfield. The publication date has not yet been determined.

NEW JERSEY IN PRINT

MIRIAM V. STUDLEY

A PERIODICAL of interest to all historians and historical societies is the *Library of Congress Information Bulletin*. The issue for November 22, 1954, reports on a meeting of the National Historical Publications Commission whose chairman is Wayne C. Grover, archivist of the United States. The report of this commission to President Eisenhower is entitled "A National Program for the Publication of Historical Documents." The Commission is assembling materials for documentary histories of the ratification of the Constitution and the Bill of Rights.

In the report to the President, the Commission submits data on the papers of 112 Americans recommended for publication. Work has already been initiated on the papers of Benjamin Franklin and it is hoped that an edition may be prepared of the papers of Alexander Hamilton.

The New Jersey Historical Society has already sent to the editors of the forthcoming "Papers of Benjamin Franklin" photostats of Franklin letters in its possession, as has also the Salem County Historical Society. Sponsored by the American Philosophical Society, and by Yale University, the projected comprehensive edition of Franklin's papers will include all Franklin's writings as well as all communications addressed to him. The editors ask for information from anyone who owns the manuscript of a letter or other writing from or to Franklin, or who knows of the location of such, or has come across a Franklin item printed elsewhere than in the larger collections. Such co-operation will be deeply appreciated. Address Whitfield J. Bell, Jr., Assistant Editor, American Philosophical Society Library, 127 South Fifth Street, Philadelphia 6, Pennsylvania. This is an important project.

The New Jersey Historical Society and the Newark Public Library have recently received as gifts microfilm copies of a doctoral dissertation by Erna Hardt, now Mrs. Theodore L. Grottke, of Pearl River, New York. Presented in 1951 at New York University, the thesis is entitled "Christian Education in New Jersey, a History of Protestant Cooperative Religious Education in the State, its Origin, Development and Relationship to Other Movements of the Times."

REVIEWS

We congratulate the New-York Historical Society on the publication of its sesqui-centennial history. Mr. Wall, our director, who reviews the volume, is the son of the late Alexander J. Wall, director of the New-York Historical Society, and himself served as assistant director of the Society from 1947 until his coming to Newark in 1951.

The *New Jersey Citizen, Rights and Responsibilities,* is reviewed by Grace M. Freeman of East Orange who served from 1947 to 1951 in the New Jersey Assembly where she sponsored the New Jersey's nationally recognized civil rights legislation. A former teacher of history and citizenship in Caldwell and Montclair schools, she served on the Education Committee of the New Jersey Assembly and on the New Jersey School Aid Commission. She is now a member of the Commission to Study Library Services in New Jersey.

David L. Cowen, who reviews *The Mennen Story,* is associate professor of history and political science, at University College, Rutgers University, New Brunswick. Professor Cowen, a member of this society, formerly taught history at the College of Pharmacy in Newark, and has done research and writing in the field of the history of pharmacy in New Jersey.

The New Jersey Citizen: Rights and Responsibilities. (Curricular Study no. 11, Teacher Education Series. Trenton, N.J.: Division of Higher Education, State Department of Education, 1954.)

The present-day interest of Americans in their rights and duties as citizens is rivaled only by that period in history when the Bill of Rights was being written into federal and state constitutions. Recent events have produced keen thinking on this subject. Still pertinent are the words of Thomas Paine: "Those who expect to reap the blessings of freedom must, like men, undergo the fatigue of supporting it."

The American History Committee of our six state teachers colleges and two members of the New Jersey State Department of Education have evaluated the teaching materials and content of American History courses which related to citizenship education. The book which resulted from this research is presented as a guide for teachers in this state to help them in their task of teaching for freedom with responsibility.

The method of organization is the same for each one of the rights and responsibilities as expressed or implied in Article I of the Constitution of the state of New Jersey adopted by its citizens in 1947. After a quotation of the *right,* there follows a definition of the principles involved. The authors then trace the historical evolution from Magna Carta to date. Each of our "rights and privileges" as expressed in our state constitution is compared and contrasted with the first ten amendments of the United

States Constitution. Judicial interpretations of federal and state courts as well as the World Court and the United Nations are cited to give better understanding of the *right* being discussed. Under the caption "Citizenship Responsibility" one finds suggested ways in which persons may develop better habits of good citizenship by stressing that "every constitutional right requires a concomitant responsibility."

In the appendix of the book is an excellent selection of audo-visual aids for teaching citizenship responsibilities. One finds a list of selected activities designed to stimulate interest in civil and civic rights as well as responsibilities by encouraging students to assume certain obligations of citizenship. An excellent bibliography is also included.

While the book is designed for use in our state teachers colleges, any person reading it will have a better understanding of the rights and responsibilities of citizenship. It will also give the reader assurance that in our New Jersey teacher training institutions, students are learning that "our democratic way of life depends upon a fighting faith in freedom and a willingness to accept civic responsibility."—GRACE M. FREEMAN.

Knickerbocker Birthday: a Sesqui-Centennial History of the New-York Historical Society, 1804-1954. By ROBERT W. G. VAIL. (New York: The Society, 1954. 574 pages, including 185 illustrations, appendices and index.)

Although not a volume primarily concerned with New Jersey, as an exceedingly attractive history of a venerable sister institution in a neighboring state, *Knickerbocker Birthday* deserves a place in these review columns. It could have been dull, dreadfully so, with long lists of accessions and a pompous recitation of 150 years of chronology. But the happy genius of the author has made it good reading throughout, and the 185 illustrations give it additional sparkle.

The volume is divided into six parts or chapters presenting the Society's inception, its early years, growing pains, maturity, distinguished persons associated with its history, and an account of its many celebrations, banquets, commemorative events, and other functions. Throughout all its pages there is a pleasant, informal though scholarly style, sprinkled here and there with humor, interweaving the story of this second-oldest American historical society with the city and national scene and bringing forth an astonishing number of facts. The result is an extremely worthwhile work approaching a social history, reflecting not only the Society's full years of activities but the colorful life of the city and its people.

Scattered throughout a good portion of the book are descriptions of this great society's library and museum collections, so skillfully told that these areas, too, make interesting reading. An abundance of material of interest to the bibliographer, to the student of the fine arts and to anyone interested in the manners and customs of nineteenth-century society will be found among its pages. The volume is blessed

with an exceedingly complete index which adds immeasurably to its usefulness as a reference work.

This book was not an easy one to write. Dr. Vail's success is further heightened by the knowledge that the entire work, including all of the research, was accomplished in ten months of ceaseless labor during evenings, Sundays and holidays!—ALEXANDER J. WALL, JR.

The Mennen Story. By ALFRED LIEF. (New York: McGraw Hill Company, 1954. 89 pages.)

This is the story of the Mennen Company from its origins in Gerhard Mennen's drug store at Broad Street and Central Avenue in Newark in 1878, to its recent removal to the wondrous new plant in Morris Township. Though the company now has international ramifications, the story is essentially that of a New Jersey company and of a New Jersey family.

Gerhard Mennen started his enterprise with a "Sure Corn Killer" which he advertised (but did not sell directly, we are told) by making pitches from a wagon that went about the city, and elsewhere in the state, in half-hour stands. The real foundation of the business, however, was the "Borated Talcum Infant Powder" that he began to market in 1889. The trend to men's products began in earnest under the leadership of Gerhard's son and successor, William G. Mennen, under whose direction the company developed first a powder especially for male use, in 1908, and then a shaving cream packaged in a tube, four years later. There followed a variety of products for the baby and for the man—only a few weak attempts were made at marketing products for the woman—until today the company markets some seventeen products.

In the development of *The Mennen Story* there emerges much that is characteristic of the American scene. Some is interesting foible. Some is of much more significance: the immigrant boy who found this a land of opportunity; the company that prospered because it filled a public need; the family that for three generations has identified itself with the company, and that, by industry, ingenuity, and integrity has demonstrated the fallacy of the old saw about shirtsleeves and the third generation.

Most important, however, is that *The Mennen Story* offers case studies on the impact of sales promotion techniques on the daily lives of the American people, and on the reliance of modern industry on scientific management. The marketing expert will find *The Mennen Story* a veritable handbook on packaging, advertising, sales promotion, and sales management. Similarly, the book, particularly in its later phases, will be of interest to management experts, for the new plant is truly a synthesis of psychology, science, and technology.

The character of the book is perhaps best indicated by the omissions. The names of competitors or competing products are not to be found, and statistics of assets and exact measures of growth are not specified. (Such information would tend to support the many signifi-

cant claims to priority, pioneering, and primacy in the industry.) Although an employees' association is referred to, the term "trade union" does not appear. The company's interesting labor history is thus completely missing. (Perhaps this was made necessary by matters in judication at the time of preparation and publication of the book.) Finally, and perhaps the most telling omission, not a single subordinate of the Mennens manages to emerge from anonymity in the whole book. —David L. Cowen.

Summary of Activities of the New Jersey Department of Labor and Industry, July 1, 1953-June 30, 1954. (Trenton, N.J.: New Jersey Department of Labor and Industry, 1954. 189 pages.)

This report, published fifty years after the enactment of the law creating the New Jersey Department of Labor, should have wide circulation for it is preceded by a forty-nine page history of the department. Author of this anniversary history is James A. T. Gribbin, deputy director of the Division of Labor and chief of the Bureau of Statistics and Records. Emphasizing the development of labor legislation in New Jersey from 1816 to 1947, Mr. Gribbin discusses enforcement of labor laws, and the part played by governors, department heads, and key personnel in bringing about better working conditions. Child labor, factory inspection, employment of women, industrial safety, workmen's compensation, licensing of stationery engineers, employment services, minimum wages, statistics, price indexes, rehabilitation of physically handicapped, welfare of migrants, industrial diseases, and mediation are clearly and concisely presented. A valuable feature is a listing of subjects treated in annual reports of the Bureau of Statistics and Records, 1878 through 1917. These reports are of untold value as a resource for the history of New Jersey industries, education, growth of cities, trade unions, depressions, building and loan associations, Patrons of Husbandry, occupational diseases, and cost of living. Hereafter no scholar will wish to write on any subject related to New Jersey's industrial and social development without first reading Mr. Gribbin's treatise.

The body of the report also contains considerable historical material, setting forth just when and how each one of the divisions and bureaus of the department was set up and how each functions. Organization charts and historical statistics for some divisions are included.

Mr. Carl Holderman, New Jersey commissioner of labor and industry, is to be highly congratulated on the publication of a much needed, well presented, and extremely valuable report.—M.V.S.

BOOKS AND PAMPHLETS

Burr-Hamilton Letters, William Van Ness's Story. (Cooperstown, N.Y.: New York Historical Association, n.d. 14 pages.) Thirty-five documents dealing with duel at Weehawken, on permanent loan from Stephen C. Clark.

The Business Barometer: A Tentative Report on the Commerce of Elizabeth. By City Planning Board, Elizabeth, N.J. (New York: Community Housing and Planning Associates, 1953. 12 pages.)

The Cathedral of the Sacred Heart, Newark. (Newark, N.J.: Archdiocese of Newark, 1954. 14 pages. 75 cents.) Booklet of color photographs by A. John Geraci.

Celebrating the One Hundredth Anniversary of the Archdiocese of Newark, N.J., and the Formal Opening of the Cathedral of the Sacred Heart. (Supplement to the *Advocate* of October 23, 1954, Newark, N.J. 66 pages.)

Chemical Characteristics of Delaware River Water, Trenton, New Jersey to Marcus Hook, Pennsylvania. (Geological Survey Water-Supply Paper 1262). By C. N. Durfor and W. B. Keighton. (Washington, D.C.: Government Printing Office, 1954. 173 pages.) Prepared in co-operation with the city of Philadelphia.

Dedication, Wood-Ridge Memorial Library; President's Message. By Robert Stoesser. (Passaic, N.J.: William E. Carey, 1954. 10 pages.) Restoration of the Brinkerhoff farmhouse as a War Memorial Library Building.

Extending Civil Rights in New Jersey through the Division against Discrimination. By Dr. Marion Thompson Wright. (Washington, D.C.: Association for the Study of Negro Life and History, 1953. [2], 91-107 pages.) Reprint from the *Journal of Negro History,* January 1953. The Division against Discrimination, set up under a law of 1945, was made part of the state Department of Education.

Final Report of the Newark Charter Commission. (Newark, N.J.: Charter Commission, 1953. 111 pages.)

Geology of the Dover Magnetite District, Morris County, New Jersey, a Contribution to Economic Geology. (Geological Survey Bulletin 982-G). By Paul K. Sims. (Washington, D.C.: Government Printing Office, 1953. 304 pages, 5 pocket maps.) A preliminary report prepared in co-operation with the Bureau of Mineral Research, Rutgers University.

Highway Plan, a Section of the Master Reference Plan for Paterson. By C. Earl Morrow. (Paterson, N.J.: Paterson Planning Board, 1954. 33 pages.)

Historical Cape May County, Southern Tip of New Jersey. (Cape May Court House, N.J.: Board of Chosen Freeholders, 1954? 30 pages.)

Joint Study of Arterial Facilities, New York-New Jersey Metropolitan Area. (New York: Port of New York Authority and Tri-

borough Bridge and Tunnel Authority, 1955. 62 pages.)

Know Your Town: Nutley, New Jersey. By the League of Women Voters of Nutley. (Nutley, N.J.: Nutley Sun Printing Co., Inc., 1949. 72 pages.)

Land Use Plan for the Meadowlands, East Rutherford, N.J. By Ernest Erber. (Paterson, N.J.: Passaic-Bergen Community Planning Association, 1954. 34 pages.)

Land Use Survey, Chatham, New Jersey, for the Municipal Planning Board. By Francis D. McHugh. (New York: McHugh and McCroskey, 1953. 21 pages.)

Magnetite Deposits of the Sterling Lake, N.Y.-Ringwood, N.J., Area, Contributions to Economic Geology (Geological Survey Bulletin 982-F). By Preston E. Hotz. (Washington, D.C.: Government Printing Office, 1953. 244 pages, 5 plates in pocket.)

Ninetieth Anniversary, Central Methodist Church, Trenton, N.J. (Trenton, 1955. 32 pages.) Program, with short history. Illustrations.

Ocean City, N.J., Beach Erosion Control Study, Report of the Chief of Engineers, United States Army. (Washington, D.C.: Government Printing Office, 1953. 48 pages.)

Parks and Recreation, a Section of the Master Reference Plan for Paterson. By C. Earl Morrow. (Paterson, N.J.: Paterson Planning Board, 1954. 38 pages plus appendix.)

Planning Implications of Proposed Quarrying and Processing Operations by the Minnesota Mining and Manufacturing Company, a Report to the Planning Board of Montgomery Township, Somerset County. (Philadelphia: Government Consultation Service, Institute of Local and State Government, 1954. 27 pages.)

Public Records in New Jersey; Old and New Problems Affecting Access (Study No. 9, Press Research Service, Rutgers School of Journalism). By James R. Young. (New Brunswick, N.J.: Rutgers University, 1955. 14 pages.) Analysis of the statutory and common law situation affecting New Jersey public records, with particular attention to New Jersey's 1953 "Destruction of Public Records Law."

Repauno Works, 75th Anniversary, 1880-1955. (Glassboro, N.J., 1955. 18+2 pages.) Illustrated reprint from *Dynam-Item* of May 1955, devoted to the history of this DuPont subsidiary, originally started near Gibbstown, N.J., for production of dynamite.

Report of the Findings and Recommendations of the Charter Commission to the Citizens of the Township of Parsippany-Troy Hills, Morris County. (Parsippany-Troy Hills Charter Commission, 1953. 33 pages.)

A Report on Medical Care for the Indigent in Ten Selected Communities, 1952-1953. By Council on Medical Service, American Medical Association. (Chicago: American Medical Assn., 1954. 98 pages.) Newark, N.J., pages 28-39.

Some Magnetite Deposits in New Jersey, a Contribution to Econom-

ic Geology (Geological Survey Bulletin 995-F). By Preston E. Hotz. (Washington, D.C.: Government Printing Office, 1954. 253 pages, 12 pocket maps.) New data based on geologic studies, dip-needle surveys, and drill-hole explorations.

Sources of Archaeological and Ethnological Information. By Dr. Lewis M. Haggerty. (Patterson: Paterson Museum, 1954. 10 pages.) Talk given to Minsi Archaeological Society includes material on Indians, explorers, missionaries, deeds, land grants, treaties, maps, legends, excavations, scientific investigations.

The Story of the Cohansey River. By Sarah Sheppard Hancock. (Greenwich, N.J.: Cumberland County Historical Society, n.d. 5 pages.)

Study of the Port of New York by the New York State Crime Commission. (New York, N.Y.: New York State Crime Commission. 67 pages.) Economic and physical aspects of the area, extending in New Jersey southward through New Brunswick, westward through Newark.

Suggestions for Trips in New Jersey, Scenic-Historic. By Alden T. Cottrell. (Trenton: Trenton Printing Company, 1954. 64 pages.) Third edition of a pamphlet, long out of print, now revised, with new illustrations; includes bibliography.

This Is Mountain Lakes; Your Town Is as Good as You Make it. By the League of Women Voters of Mountain Lakes. (Mountain Lakes, 1954. 55 pages.) Compiled by the League in co-operation with the Borough Council.

This Is Wayne Township, a Know Your Town Government Survey. By the League of Women Voters of Wayne Township. (Paterson, N.J.: Rocco Press, 1954. 47 pages.)

Van Dycks. By Richard W. Cook. (South Orange, N.J., 1954. [8] + 41 leaves.) A genealogy covering several early generations of the Van Dyck, or Van Dyke, families, largely in New York and New Jersey. The three unrelated families of this name have been hopelessly confused by previous genealogists, and Mr. Cook's work in disentangling them is a valuable contribution. He is to be commended for providing an index—an obvious necessity which many genealogies lack. Addressed the compiler, 332 Beech Spring Road, South Orange, N.J.

Walt Whitman; Catalogue of an Exhibition, March-April 1954, the American Library, London. (London: United States Information Service, 1954. 33 pages.)

Walt Whitman's Leaves of Grass; a Centenary Exhibition from the Lion Whitman Collection and the Berg Collection of the New York Public Library. By Lewis M. Stark and John D. Gordon. (N.Y.: New York Public Library, 1955. 46 pages.)

Warren County Soils, Their Nature, Conservation and Use. By J. C. F. Tedrow and others. (New

Brunswick, N.J.: Rutgers University, College of Agriculture and Experiment Station in Cooperation with U.S. Department of Agriculture, Soil Conservation Service, 1953. 41 pages.)

PERIODICALS

A new publication on local history is the *News Bulletin* of the Paramus Historical and Preservation Society, published in Ridgewood. Volume 1, No. 2, February 1955, outlines plans for restoration of Old Schoolhouse No. 45 on the lands of the Paramus Reformed Church, to be used as a museum and library.

The Chatham Historical Society publishes a one-page news letter which reflects the work of an unusually active organization. Copies may be secured through the membership vice-president, Art Jaquith, 11 Clark Street, Chatham.

The Archeological Society of New Jersey has issued in leaflet form a reprint of the article "Indians of New Jersey" by Dr. Dorothy Cross which appeared in the PROCEEDINGS of January 1952. It has also published a companion portfolio of six plates of drawings: "Cultivating Corn with a Stone Hoe," "Gathering and Smoking Shellfish for Winter Use," "Constructing a Bark-Covered Wigwam," "Constructing a Dugout Canoe," "Worshipers Praying to the Manito at the Annual Ceremony Held in the Big House," and "Teedyuscung at the Third Treaty of Easton."

Both of these publications are available through Mrs. Kathryn B. Greywacz, Secretary, New Jersey State Museum, Trenton 7, N.J.; leaflets twenty-five cents, portfolios fifteen cents. Make checks payable to the Archeological Society of New Jersey.

Dorothy Cross sends the following note:

"Of interest to the historians of New Jersey is an article published in *Bulletin* 9 of the Archeological Society of New Jersey. This article, entitled 'Robert Evelyn's Indian Tribes and Place-Names of New Albion,' is written by C. A. Weslager, Wilmington, Delaware, the newly elected president of the Eastern States Archeological Federation.

"Mr. Weslager has taken the communities listed in Evelyn's letter and compared them geographically with those listed by 17th-century cartographers (Van der Donck, Lindestrom, Vingboons), placing them on modern maps of New Jersey. He also discusses the names linguistically and historically."

A complete bound file of the Newark *News,* 1883 to date, has been presented by the city of Newark to the Rutgers University Library, where it will be available for research. Newark's city clerk's office has just completed microfilming the papers, which may also be consulted on microfilm in the Newark Public Library.

An annual list of material published on American place names is to appear in the magazine *Names,* the quarterly of the American

Name Society. This bibliography will supplement a volume published in 1948 by the American Library Association, *Bibliography of Place Name Literature,* by Sealock and Seely. An appeal for suggestions and notes of articles and books published on New Jersey place names has been received from Richard B. Sealock, librarian of the Kansas City, Missouri, Public Library.

The Asbury Park *Evening Press* published on Wednesday November 17, 1954, its seventy-fifth-anniversary edition, a copiously illustrated 119 pages. Text, pictures, and advertisements add up to a tremendous amount of historical data about the Jersey shore.

INDUSTRIES

"Agriculture in Monmouth County," by M. A. Clark, in *New Jersey County Government,* February 1955, pp. 3, 16.

"Dale B. Otto—Monmouth Man of Business," by Jack Lamping, in *New Jersey County Government,* February 1955, pp. 13 *ff*, President, New Jersey Natural Gas Company.

"The Daring Decade," in *New Jersey Business,* March 1955, pp. 21, 34. Survey of industrial, agricultural, business, and financial progress made in, and by, New Jersey during the post-war decade, with a preface by Governor Robert B. Meyner.

"Expansion-Minded Firms Choose Trenton Area, Current Wave of Construction Emphasizes Area's Potential; Local Firms in New Activities," in *Trenton Magazine,* March 1955, pp. 5, 22.

"Facts Promote Industrial Sales in Mercer County," by Edward A. Thorne, Director, Mercer County Industrial Commission, Mercer County Freeholder, in *New Jersey County Government,* January 1955, pp. 9-10.

"Growing Pains Welcomed," in *New Jersey Business,* March 1955, pp. 31-32. Riedl & Freede, Inc., advertising agency, Clifton, N.J.

"Hunterdon County Is Host to New Plastics Plant," by Frank C. Dalrymple, in *New Jersey County Government,* February 1955, pp. 5, 20.

"In Textiles, the Trend Is Mechanization," by Neville B. Lake, in *Screen Process,* February 1955, pp. 15-17 *ff*. Castle Creek Prints, Inc., Washington, N.J., textile firm.

"Inside and Out: the Case for the Box Lunch," in *New Jersey Business,* February 1955, pp. 18-20. From coffee-break snacks to substantial in-plant lunches, the W. B. Case Box Lunch Company has built up its reputation for service.

"Land Acquisition for Industrial Development," by Henry W. Connor, in *The Realtor,* March 1955, pp. 6-8 *ff*.

"Materials Handling Flexes Its Muscles," in *New Jersey Business,* February 1955, pp. 30 *ff*.

"New Jersey Charts a Course of Progress," in *New Jersey Business,* March 1955, pp. 22 *ff*. Statistics supplied by the Research and Statistics Section of the State Department of Conservation and Economic Development.

ANTIQUER'S ATTIC

MARGARET E. WHITE

ANTIQUES cover a wide range of subjects and so it is entirely fitting that the "Antiquer's Attic" should include a discussion of historic buttons. In this article Alphaeus H. Albert has traced the history of uniform buttons worn by our New Jersey troops from the Revolutionary period to the present day.

Mr. Albert is a well-known student of the subject, a life member of the National Button Society. He is now working on a book, *Record of American Uniform and Historical Buttons.* In 1949 he wrote a book on Washington historical buttons, Washington inaugural buttons, etc., which was privately published at Hightstown, N.J. Copies may be seen in the Newark Public Library, New Jersey Historical Society, and Rutgers University Library.

NEW JERSEY UNIFORM BUTTONS

Records show that at the beginning of the American Revolution most of the buttons on the soldiers' uniforms were of plain pewter or brass without a device on them. Later, a number of states supplied uniforms to their soldiers with buttons bearing distinctive devices or numerals.

New Jersey is believed to be one of these states. Although, to date, no records have been found to show that the manufacture or purchase of such buttons was authorized, nevertheless specimens have been found. This button, made of pewter, was molded in one piece with the words "NEW JERSEY" in script letters on the face. (See accompanying plate, item number 1.) This New Jersey button is unique since it has the name of the state spelled out in full, rather than abbreviated. Several of these buttons were found at Fort Ticonderoga, where members of the First New Jersey Battalion were located during the summer and early fall of 1776. Another specimen was excavated at the British camp site at 195th and Broadway (N.Y.C.) by members of the New-York Historical Society Field Exploration Committee of which William Calver was chairman.

During the nineteenth century and particularly after the War of 1812, thousands of independent military companies were organized throughout our country, including our own state. No distinctive buttons of this period are known.

According to the Adjutant-General's report for 1860 the militia of

New Jersey included about one hundred companies with a total of forty-four hundred active members. The buttons worn by the New Jersey troops during the Civil War period generally bore the device similar to the seal of the state of New Jersey (*numbers* 2, 3, 4).

In March, 1864, the state legislature organized the New Jersey Rifle Corps, and shortly thereafter buttons bearing a horse's head and plowshare with the letters "N.J.R.C." made their appearance on the uniforms (*number* 5). This Corps consisted of one brigade of thirty-two companies. Summer encampments were held at Somerville in 1864, at Jamesburg in 1865, and at Long Branch in 1866.

In March, 1869, the Legislature organized the National Guard of New Jersey into two brigades. The Rifle Corps was then transferred to the National Guard. Altogether this organization included about three thousand men. The buttons authorized show an eagle in flight with a shield suspended from a cord held in its beak. The legend "N.J.M." and "NATIONAL GUARD" encircle this device (*number* 6).

In 1879 the National Guard consisted of forty-seven infantry companies, one artillery battery, and two Gatling gun companies. The Adjutant-General's report contained the following orders: "General and General Staff Officers will wear the United States Staff button. All Regimental Officers and Enlisted Men will wear the regulation buttons as herein described; quality fire gilt, convex, device:—Infantry: crossed rifles; Artillery: crossed cannons with letters 'N.G.N.J.' in spaces." (See numbers 7 and 8.)

Later the cavalry was organized and equipped with buttons bearing crossed sabers (*number* 9). The hospital corps was added also; their buttons bore the raised outline of the Geneva cross (*number* 10).

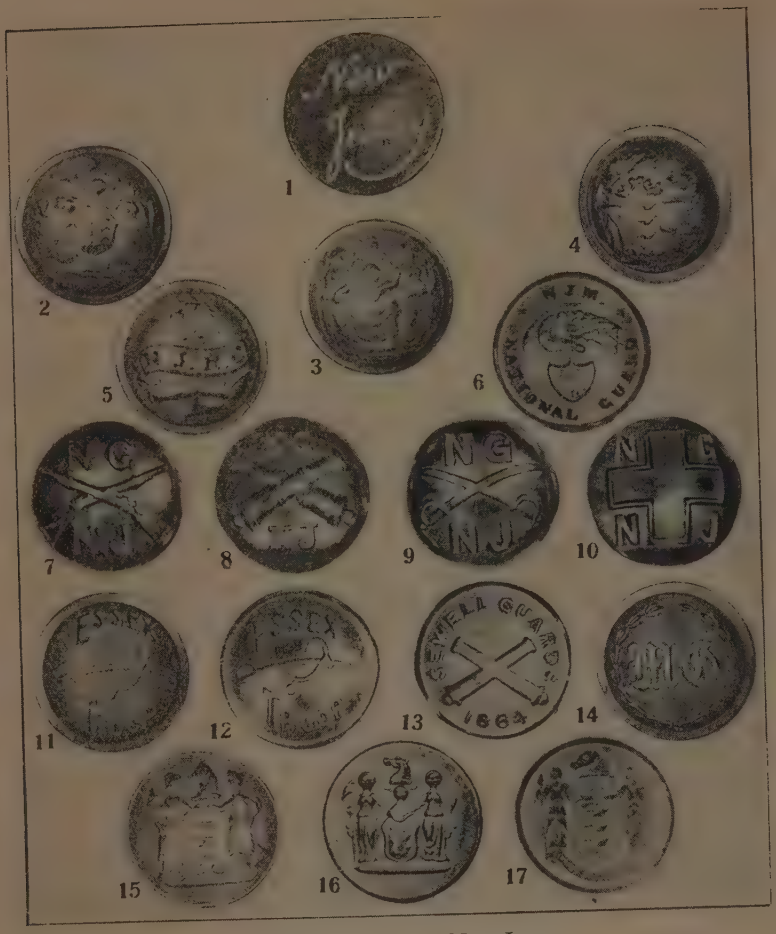
Among the many independent military companies in New Jersey only three are known to have worn buttons with distinctive devices. They are the Essex Troop, the Sewell Guards, and the Morris Guards.

The Essex Troop, of Newark, was for many years New Jersey's crack cavalry company. The device on the button is an upturned saber and a spur with "ESSEX" above and "TROOP" below (*numbers* 11 and 12).

The Sewell Guards, a well-known artillery company of Camden, was organized in 1864. It was named in honor of William J. Sewell, a famous general of the Civil War. This button shows crossed cannons with "SEWELL GUARDS 1864" encircling (*number* 13).

The Morris Guards, of Atlantic City, was organized in 1887 and named in honor of its benefactor Colonel Daniel Morris. It is interesting to note here that former-Governor Walter E. Edge was a lieutenant in this company during the War of 1898. The button shows the old English letters "MG" within a wreath (*number* 14).

There is one distinguished military company most worthy of being mentioned here although it did not wear a distinctive button. It is the Phil Kearney Guard. This company,



Uniform Buttons of New Jersey

(1) The Revolutionary War; (2, 3, and 4) The Civil War period; (5) The New Jersey Rifle Corps; (6) The New Jersey Militia National Guard; (7) National Guard Infantry; (8) Artillery; (9) Cavalry; (10) Hospital Corps; (11, 12) Essex Troop; (13) Sewell Guards; (14) Morris Guards; (15, 16, and 17) Twentieth-century specimens portraying the state seal. All buttons are gilt except number 1, which is pewter; number 17 is vegetable ivory. *Photograph by courtesy of A. H. Albert.*

organized in Elizabeth in 1868, was under the command of Captain William H. DeHart for over a quarter-century. It was named in honor of General Philip Kearney, a battle-soldier of five wars; he was killed at Chantilly in 1862. Many honors were conferred upon this famous company. It was quite fitting that it was selected by the governor to represent the state of New Jersey in the Centennial Legion which was made up of thirteen famous regiments, one from each of the original states. The Legion, together with troops from many other states, took part in one of the greatest military parades in American history on Independence Day in 1876, in connection with the Centennial Exposition in Philadelphia. Here, it was referred to as "the most perfectly drilled military company in the United States." It has not been established definitely which button was worn on the uniform of the Phil Kearney Guard, but the venerable Captain Louis Park of Elizabeth believes it was the well-known New Jersey Militia National Guard button (*no.* 6).

The National Guard is now a part of the federal armed forces and its members wear the general service button bearing the Great Seal of the United States. Today, uniformed employees of the state and of municipalities generally wear buttons with the state seal variously portrayed (*numbers* 15, 16, 17).

It is entirely possible that other independent companies of the state used buttons with distinctive devices. Should anyone have such information, the writer would greatly appreciate receiving it.—ALPHAEUS H. ALBERT.

THE NEW JERSEY HISTORICAL SOCIETY

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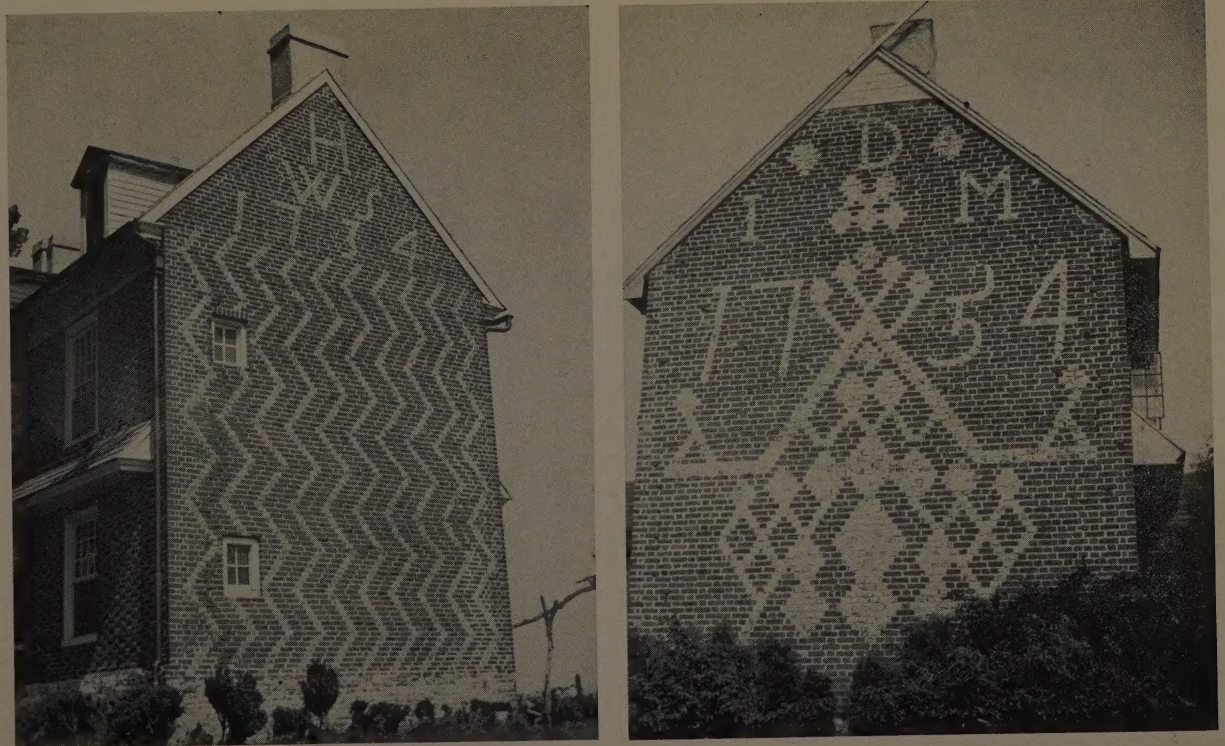
National Newark and Essex Banking Company, 1955
National State Bank of Newark, 1955
New Jersey Bell Telephone Company, 1948
Newark News, 1951 (sustaining 1938-51)
Newark Public Library, 1949
Prudential Insurance Company, 1951
Public Service Electric and Gas Company, 1955
Puder & Puder, 1954
Reach, Yates & Mattoon, Inc., 1951



PATTERNED BRICKWORK IN SOUTHERN NEW JERSEY. Two examples from Salem County. *Left:* William Hancock house (1734), Hancock's Bridge. *Right:* John Dickinson house (1754), Woodstown vicinity.